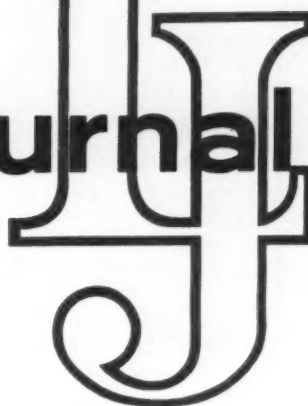


THE

Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

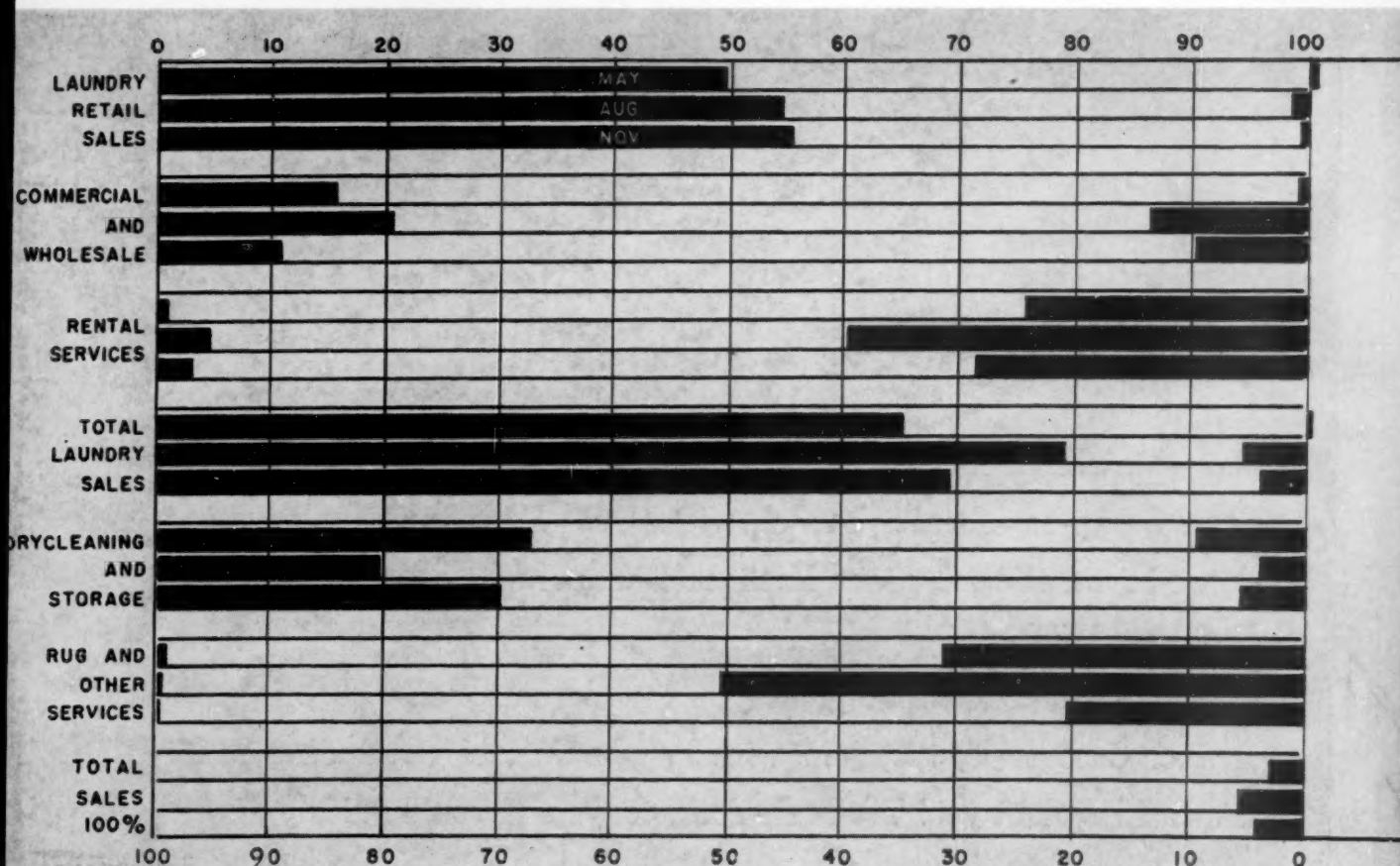


March · 1960

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT

Sales incomes continue to rise...
but where are the gains coming from?

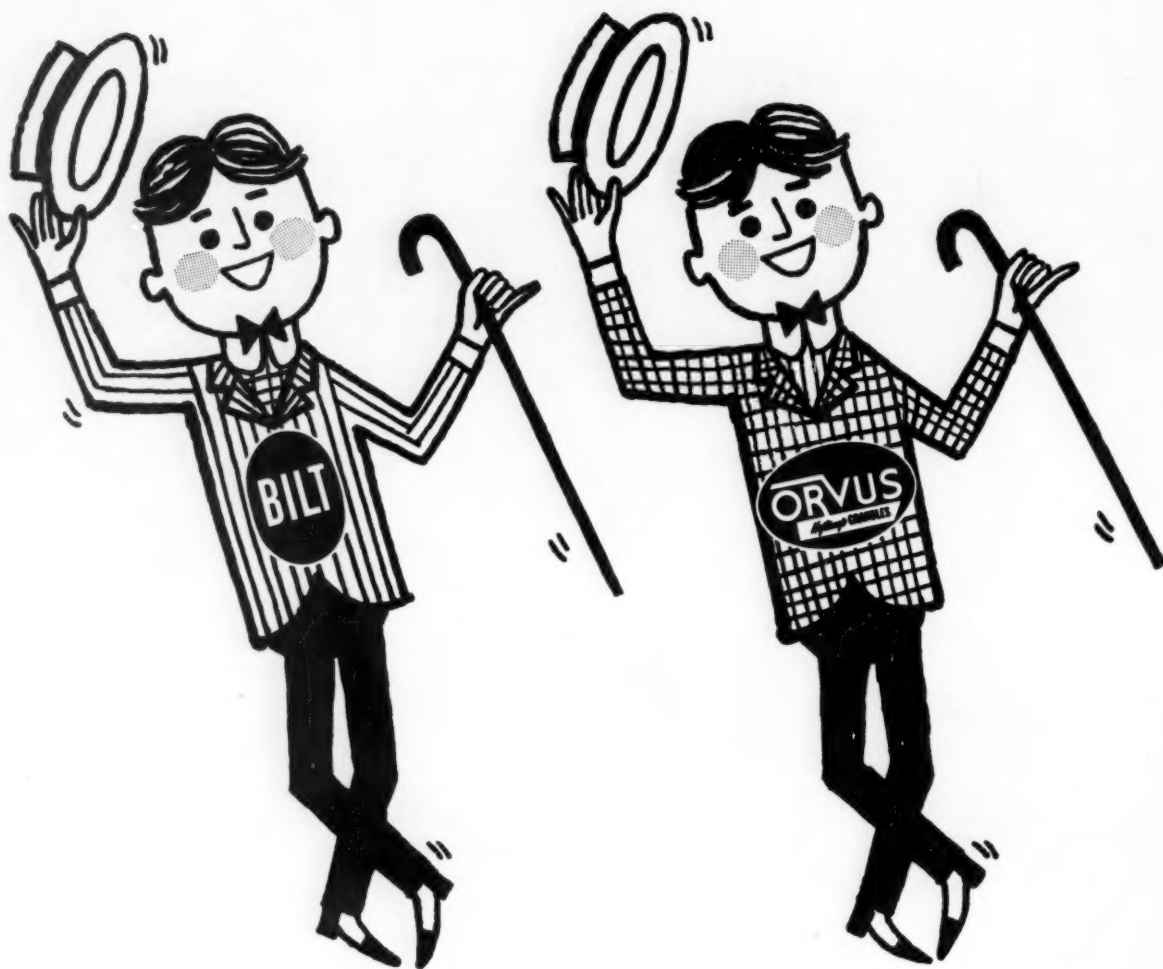
PERCENT OF TOTAL SALES—1959



PERCENT INCREASE OVER 1958

A. L. Christensen and Associates attempt to find the answer with quarterly surveys of laundry business conditions. See story on page 20.

Why laundrymen applaud **MTD**...the best washing duet yet!



MTD—Matched Team Detergency combines the advantages of Bilt, a high-powered soap-base break product, with Orvus Hytemp Granules, a complete balanced synthetic detergent. Each product has its own special ability to loosen and suspend different types of soil. Together they create an efficient “cross-fire cleaning action” that gives you the cleanest, whitest, brightest wash possible. Customers, too, join with laundrymen in applauding MTD—the best washing duet yet! Try MTD for 30 days and you’ll quickly agree.

For more information and the distributor's name nearest you, write

Procter & Gamble

Bulk Soap Sales Dept., Box 599, Cincinnati 1, Ohio



BISHOP Cleaners-Laundry WORK-SAVERS

Cut costs — boost production and profit



BISHOP SHIRTRANSPORTS

Cut handling $\frac{1}{2}$ fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).

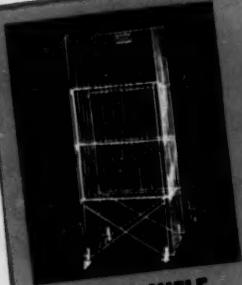


LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.

BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads; spray iron, spray gun.



BISHOP 3-SHELF TRANSPORTER

B29-11W

Shelves 24" wide, 18" deep, 15" apart, entire unit is collapsible.



REVOLVING SORTER

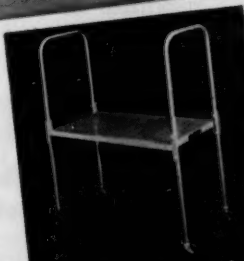
Model B26-10.

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 300 shirts. Won't tip.



STARCH COOKERS

All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.



CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. No. B2-100

BISHOP Lifetime STAINLESS STEEL TRUCK TUB



Made of stainless steel. No rust, corrosion. In 2 sizes: B2-9 (#2) 22"x34"x25" deep; B2-17 (#3) 26"x36"x25" deep

Sort at the Folder ...

SAVE \$1,000
PER YEAR



MultiTier Sectional Sorter - Transporter

Start with what you need now ... ADD bins five-at-a-time as your needs increase.

10-Bin, 15-Bin, 20-Bin Units



Rollo-Ball TEAR-PROOF BAGGING ROD

WITH STAND

SAFE FOR PLASTIC
IDEAL FOR PAPER

MODEL NO. B30-98A



BISHOP Leak-Proof Flexible Hose

Bronze ... Trouble free. No packing ... No leaky joints. Available in sizes to fit all makes and models of laundry and drycleaning presses.



BISHOP MOBILMARK

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll to open area in plant, and mark. Made in 2 sizes: B2-133D (120#) B2-131D (200#)

Fabric-Safe® DOUBLEPLATE®



SIZES TO FIT ALL MODELS
OF CLEANERS PRESSES

BOOSTS PRODUCTION ...
INCREASES QUALITY

NO steam marks, moire
or heat-damage...
NO glazed seams

Never before anything like it. Cushioned pressing surface — PERMANENTLY resilient and flexible — perfectly matched to special shock-absorbing, heat-resistant padding. Makes all presses — and pressing — better, faster, easier by far.

SIZES TO FIT ALL MODELS
OF CLEANERS PRESSES

CUSHN TOP

BUK-COVER & BUK-PAD

SPRAY GUNS

SUPER SPRAY
MODEL B70-5555



MODEL F
Squeeze-Type Gun



MODEL S
Pistol-Type Gun

BishoMatic™ thumb-controlled solenoid-operated STEAM-ELECTRIC IRON

Complete as shown, including cord, steam hose, solenoid, valve, pilot light, separator, cord arm, mounting bracket, ready to install on board ...



No. B63-53 (3-lb. iron)
No. B63-56 (6-lb. iron)

SHOULDER & SLEEVE PUFFER



MODEL
B5-1115

The polished and perforated head of this puffer unit is ideally sized and shaped for a wide variety of finishing applications ... pays its cost quickly out of savings in time and effort. Delivers air with power to increase production and quality while reducing finishing time.

BISHOP FREEMAN CO.
MANUFACTURERS
EVANSTON, ILL., U.S.A.



NOW... for all these fine from washroom

The name in laundry products is Keever-Beach. Consolidation of two of the oldest and most reliable companies in the industry . . . The Keever Starch Company and Beach Soap Company . . . sets a new standard of quality, dependability and service for washroom and finishing products. Ask your distributor about these well known brands and what they will do for you.

- **PRIME SÖHP** —New activated PRIME SÖHP gives you more washing power per pound. Because of the perfect balance of special soaps and high potency Alkali (OH) you use less and get better results.
- **MINISUDZ** —A controlled suds detergent with "Fluorium" a new miracle brightener. Removes all kinds of soil in hard or soft water, eliminates over sudsing . . . brightens all fabrics . . . prevents lime soap scum on materials and washers.
- **HYCON DRY BLEACH** —A double-action stain remover . . . bleaches safely and completely . . . dissolves many stains which other bleaches will not remove.
- **PHOSRITE** —A soap regenerator scientifically adjusted and stabilized. Simply add to your regular formula. Removes lime soap deposits . . . scrubs out dirt . . . softens hard water . . . improves bleaching.
- **ULTRA-LITE** —The fluorescent whitening sour—**ULTRA-BLUE** —The fluorescent blue sour—Both make whites whiter and colors brighter, contain anti-chlors that remove residual chlorine, are equally high in solubility and neutralizing power, save time by eliminating bluing operation.

*Minisudz, Hycon and Lestare are available
in packets for coin-ops.*

one dependable name laundry products... to finish!

- **SATINETTE** — A balanced blend of wheat and corn starch for proper body and a smooth, pliable finish. Satinette never separates or congeals. Cook it once. Use it all.
- **SATINETTE QUICK STARCH** — Requires no mixing or cooking. Just add dry to the wheel. New, easy-to-use Satinette Quick Starch saves time and money.
- **FABRISOF** — New ready-to-use liquid fabric softener. Gives you a soft fluffier finish... prevents materials from sticking on presses... saves money by cutting about 20% off extraction time and about 15% off dry tumbling time.
- **KEEVER STEEL WOOL PADS** — Press Padding... Flan-O-Wool... Flatwork Ironer Padding — Custom made to fit any press or ironer... custom made to do the job for any classification... family work... industrial work.
- **DEPENDABLE SERVICE** — Your Keever-Beach sales-service man is a specialist in laundry operations. He has the knowledge and the every-day experience to handle all washroom and finishing problems. Enlist his aid... he can be a valuable asset to your business.



SOLD NATIONALLY BY MAJOR DISTRIBUTORS



THE KEEVER STARCH CO.

COLUMBUS 15, OHIO



NEW "CONCEPT" IN PRESS COVERS

OUTPERFORMS ANY OTHER PRESS COVER

ON THE MARKET...IT'S BY GIBRALTAR

RESINTEX 100

LONG LASTING

Guaranteed to last at least 12 weeks

in actual operation

ALL RESINTEX 100 PRESS COVERS are equipped with a new type draw cord that will last for the life of the cover.



RESINTEX 100 is available with SKIRTS or PUNCHED HOLES. Also available by the yard.

TOUGH — Stands up under any production schedule.

FLEXIBLE — Has plenty of resiliency and "give".

CONSTANT QUALITY — Due to quality control, possible because finishing operations are done in our own plant.

ABRASION RESISTANT — Tough fibers made tougher by Gibraltar finishing.

FINELY WOVEN SURFACE — Gives your work a plus... smoother ironing.

Sold Through Leading

Distributors Everywhere

**GIBRALTAR
FABRICS, INC.**

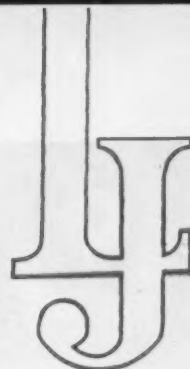
254 — 36th Street, Brooklyn 32, N. Y.

READER'S GUIDE

THE LAUNDRY JOURNAL

VOL. 67, NO. 3 MARCH 1960

Founded in 1898 as Starchroom Laundry Journal



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EXCLUSIVE: A. L. Christensen, management consultant, writes about laundry business trends based on nationwide quarterly surveys he has conducted during 1959 . 20

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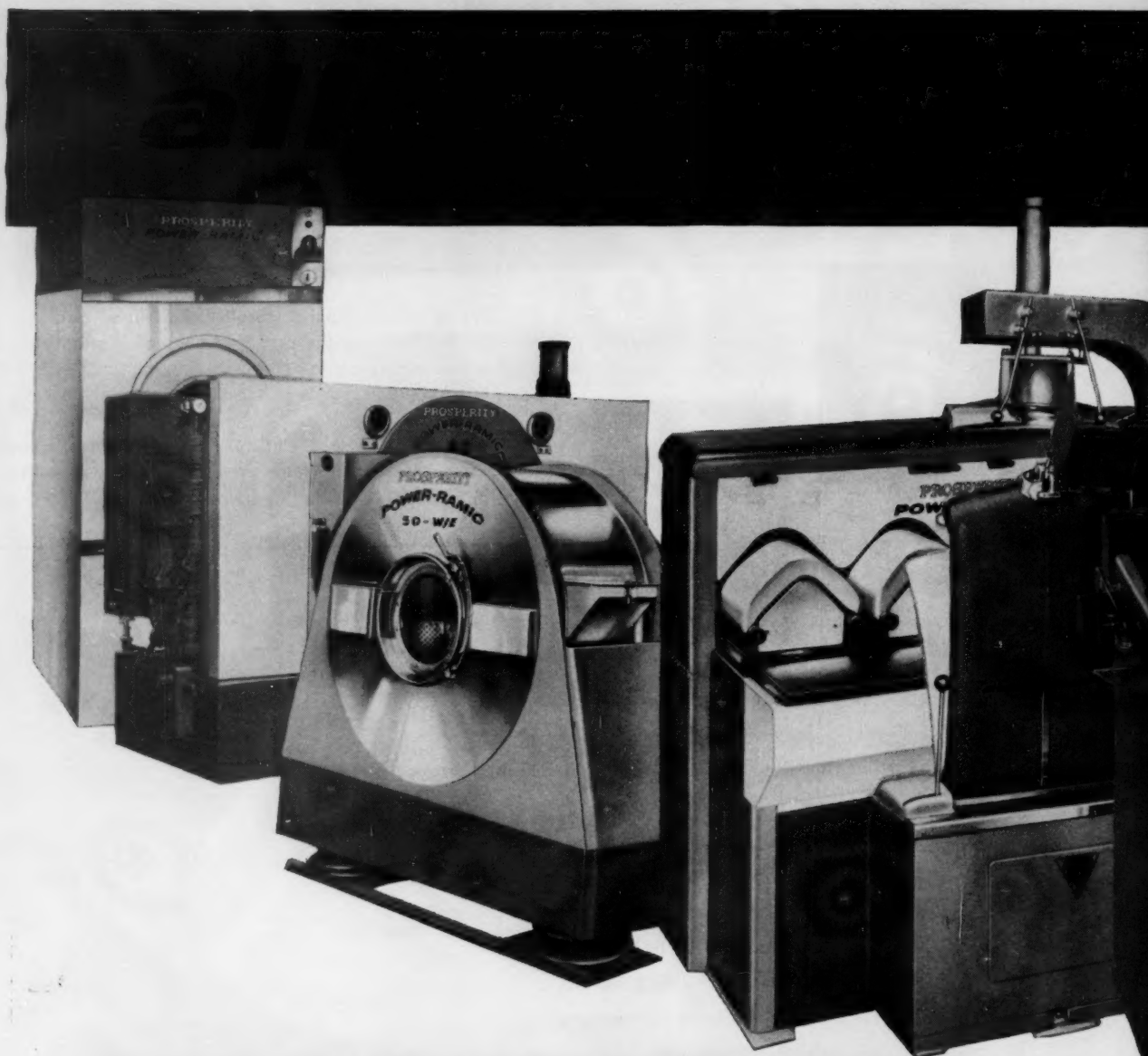


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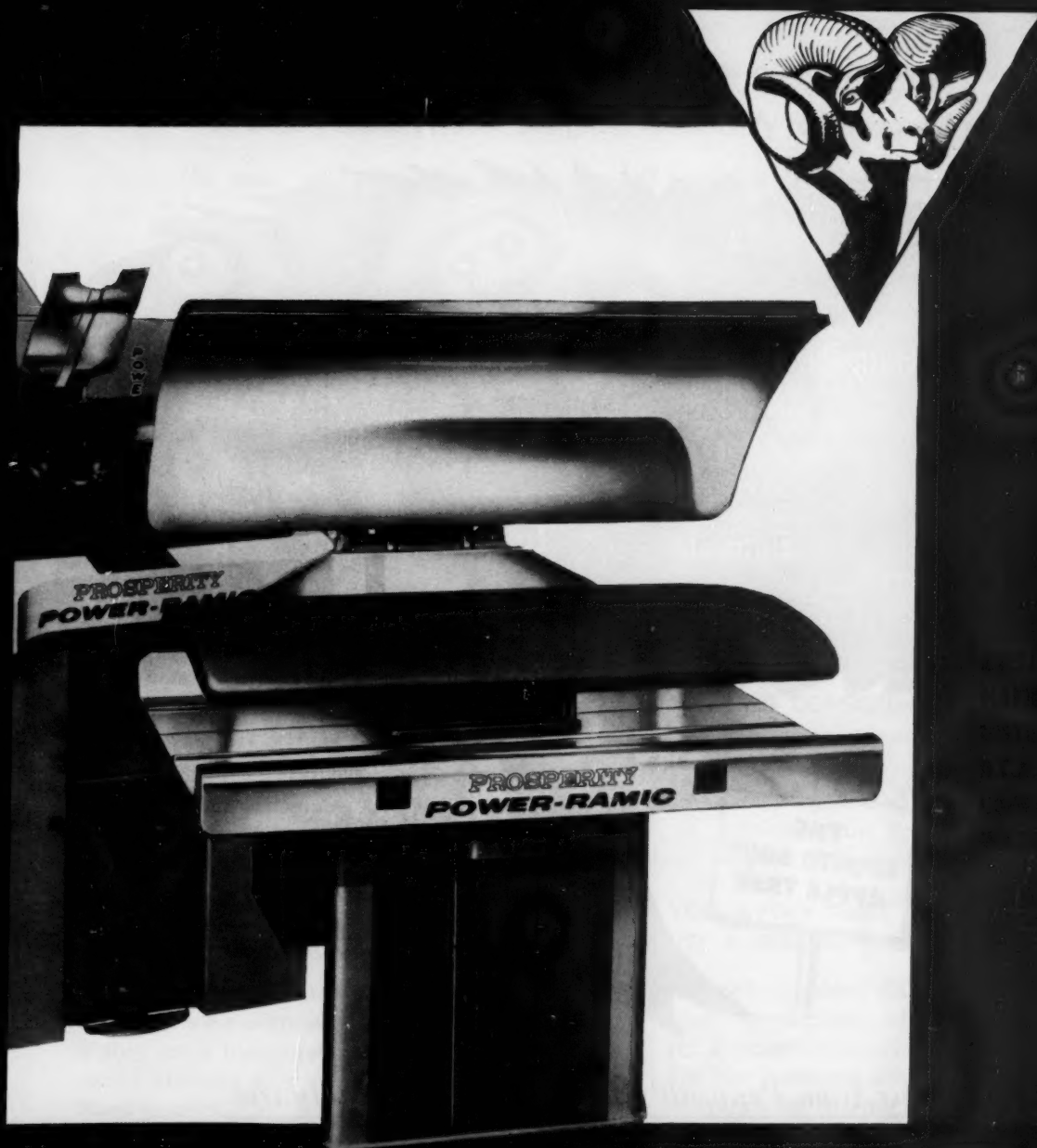


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POWER

WRITE TODAY — for your free copy of the
Prosperity Power-Ramic Story and our new
all equipment lease plan.

The Prosperity Company, Box 671, Syracuse 1, N. Y.



-RAMIC LINE

*Trade-mark Prosperity Registered

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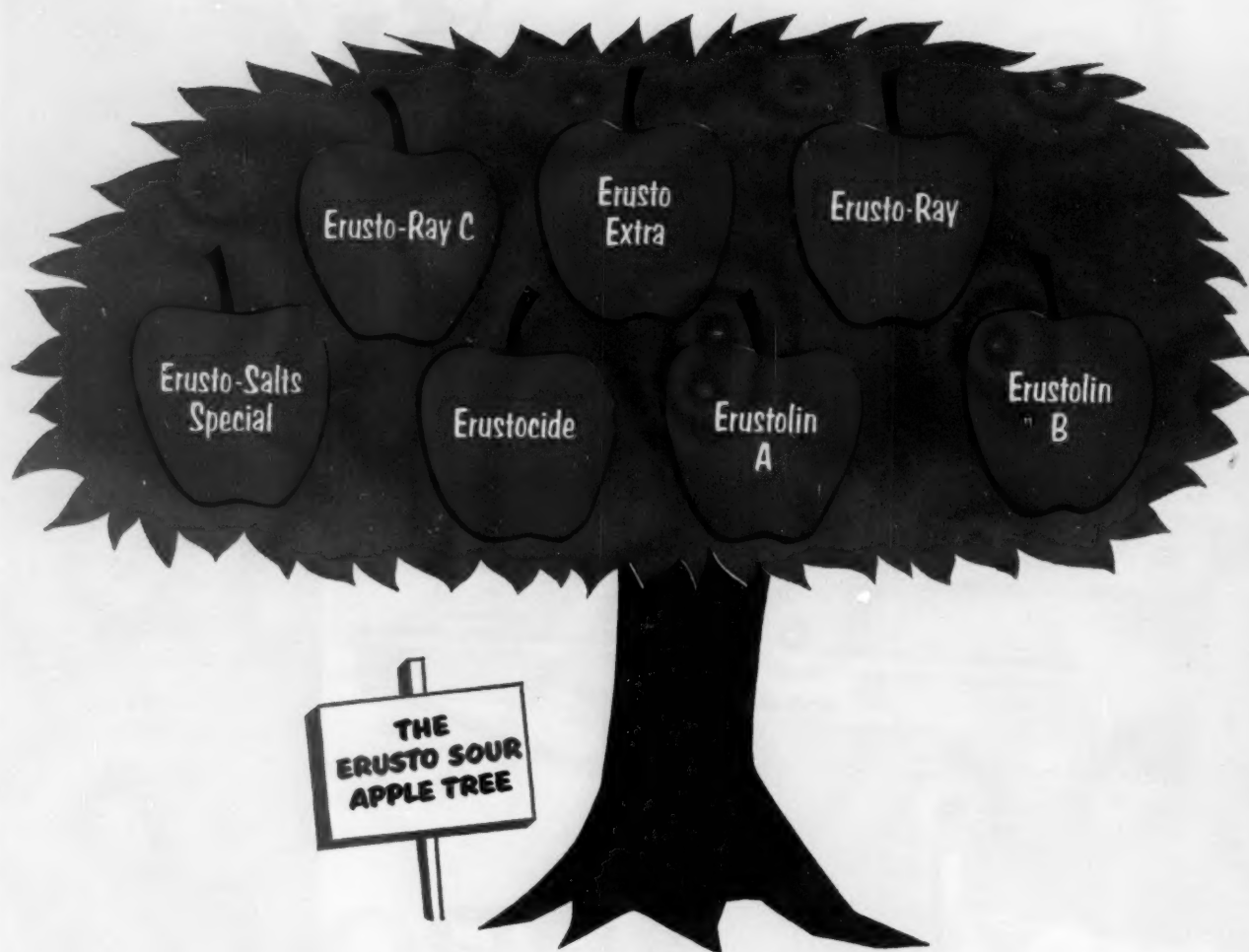
The **PROSPERITY**

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

MARCH, 1960

Do you really know the



Pick your sour from Pennsalt's famous Erusto® family tree

Erusto-Ray® C—Combination sour-blue with brightener . . . saves time and water.

Erusto® Extra—Fabric-safe, economical, easy to use . . . for all types of fabrics, especially for wash 'n wear.

Erusto-Ray®—Contains fabric brightener . . . gives whiter whites without blue.

Erusto Salts® Special—Highest rust-removing properties . . . excellent all-purpose sour.

Erustocide®—Sanitizing . . . improves fabric finish. Recommended for colored work.

Erustolin® A—Economical souring with high solubility.

Erustolin® B—For rust removal . . . dry-to-the-wheel use . . . economical.

*Your Pennsalt service technician and your distributor salesman
will advise you on the best Erusto sour for your needs.*

sour you are using ?

Are you using a basic chemical labeled as a laundry sour . . . or have you wisely chosen a sour designed specifically for the laundry industry? Is your sour safe for processing of modern fabrics and colors? Here are some facts to help clear up any doubts you might have on sour.

There's a big difference between a genuine—or proprietary—sour and a basic chemical labeled as a sour. A proprietary sour is a product manufactured specifically for laundry use—with the high purity required to safeguard your customers' fabrics . . . with added ingredients for special purposes . . . with the controlled consistency necessary for uniform souring action every time.

A great number of products being sold for laundry souring are *not proprietary sour*s. Some are nothing more than by-products of other chemical processes! A quality proprietary sour is as different from a "so-called" sour as a modern laundry is from a native washerwoman beating clothes with a stick on a riverbank.

Basic commercial chemicals sold as laundry sour can result in serious and costly difficulties in the laundry, because they fall far short of minimum standards of purity and uniformity. Among the ordinary commercial chemicals sold as sour are the silicofluorides (sodium, zinc and ammonium) and the bifluorides (sodium and ammonium).

These chemicals may actually be used in the manufacture of some proprietary laundry sour, but only if they are a highly refined grade, pure enough to assure absolute safety and uniformity in the finished product.

WHY ADDITIVES ARE NECESSARY

High grade proprietary sour are seldom made up of only one ingredient. They are specialized formulations of several ingredients carefully chosen with the knowledge that each ingredient—properly blended and controlled—will impart specific properties to

the laundry sour. This, in turn, will produce certain desirable characteristics in the fabric. The Erusto Sour line includes a number of different sour—each one incorporating additives designed for specific laundering problems.

These are the problems you can run into with basic chemicals—the "so-called" sour:

LOW PURITY—with insolubles that cause *staining*, *discoloring* of dyes in synthetic fabrics, and definite *tendering* of resin-treated fabrics . . . cause flatwork *rolling*, create *caking* problems and dustiness

VARYING CONSISTENCY—may lead to wasteful *oversouring* . . . *rolling* . . . "fuming" during ironing

—may cause *undersouring*, with browning or graying during finishing . . . blue streaking, odors, and mildew

YOU AVOID THESE PROBLEMS . . . WHEN YOU USE A GENUINE PROPRIETARY SOUR!

Pennsalt pioneered the development of proprietary sour—sour developed solely for the laundry industry. Pennsalt applies the knowledge gained throughout the years and exhaustive research in laundry chemicals to continually produce better laundry sour. These sour are quality controlled, using purified raw materials as a starting point and maintaining an exacting degree of purity throughout every step.

Can you afford to use anything less than a quality proprietary sour . . . a Pennsalt Erusto Sour?

Laundry and Dry Cleaning Dept. 326
PENNSALT CHEMICALS CORPORATION
East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.





The issue in brief

Laundry business trends

Plant incomes are up but retail sales now represent only about one-half the total sales dollar. The increases for the most part are coming from diversified services such as commercial and rental services, drycleaning, storage, rugs, etc.

Hospital laundry work

Commercial laundries and linen suppliers are making a strong bid for institutional work, by stressing the economies of outside service. Institutional laundry managers are countering the attack by pointing out the "hidden" costs and the lack of linen control.

The labor market

The government anticipates a shortage of white collar workers in the prime age group (25-45) and is encouraging employers to fill these ranks with nonwhites who qualify for such jobs./ Two laundry-owners were commended recently for their work with the handicapped./ Setting weekly production goals for employees until they reach "standard" reduces turnover among newcomers.

Rug cleaning machine rental

There are some questions regarding transportation and responsibility in renting out rug cleaning equipment to do-it-yourselfers. But if you're interested in a new sideline these can be worked out.

Better packaging

A sharp West Coast supply firm "discovered" that plantowners spent only a tenth of their time in selecting packaging materials which represented more than half of their supply costs. This fact prompted the firm to study the matter and put on a better package costing no more than that previously used.

Female image valid but

A group of professional women says it's a step in the right direction for our industry to take. But it must be backed up by quality work and smart merchandising. The image concept alone will not do the job./ The Betty Best Program has been changed to allow member plants to use them as their own personal representatives, when Betty Best has a club date in their neighborhood.

Sell more drycleaning

You can improve your sales average if you understand which income groups are the best customers for this service./ Overnight service on overcoats and children's snow suits fills a real need for many customers.

Production ideas

It's not too early to start thinking about how to cool your plant this coming summer./ A government study points out advantages of air conditioning in business offices; e.g., 9 percent increase in office work./ A preliminary study by the Diaper Service Industry research department suggests a way to cut rejects in half.

Adding a coin-op

may pose a water pressure and/or water heating problem if you plan to tie it in with your main plant facilities.

A LITTLE COUNTERPOKING

By Poke

I like to keep the shop talk in this column pretty much restricted to talk about YOUR shop. But now and then, I'm goaded into talking about my own shop. And this is one of those times.

It seems like letters that tell me off, come in waves. There must have been about 80 last month who took pot shots at me about one thing or another. Good, I'm glad you're reading me. If you ever quit then I'll know I'm getting soft.

One of the most interesting of these letters was directed at my ads. He criticized me for failure to change copy oftener. No criticism of the ad but just tired of looking at the same copy. Well, when he gets tired maybe he will do like so many others are doing—he'll buy a SAGER SPREADER. But seriously, why should I change the wording of the body of my ad when it's pulling like a twenty mule team? I don't mean that it's merely pulling carping criticisms like the one referred



M. A. Pocock

to, but it's keeping me 30 to 60 days behind in orders, regardless of having stepped up production considerably.

Another question was, "Why always the same look to your machine? Why don't you dress it up?" The answer to that one is simple, too. The machine is constantly undergoing slight changes, but they aren't basic changes and they would not show up in a picture. They are principally little things designed to increasing the life of the machine. I don't aim to make a living selling parts.

That brings up another interesting case. I shipped two machines to Alaska, and the customer asked, "What items may we expect to have to replace for the first year's operation? We might as well order the parts and have them ready." I replied, "None. Nor do I expect to hear from you for five years." Just five years and eight months later we received an order for a pair of diagonal belts, just as I expected. That was all. Just follow lubrication and other directions and care for your SAGER and you will have the same experience.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

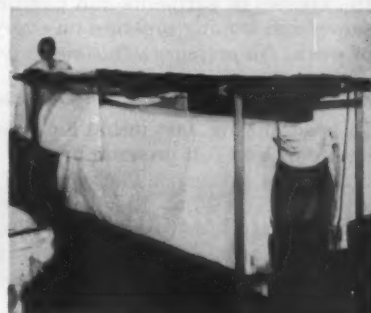
No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

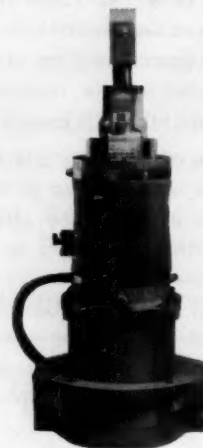
State _____

Print your name _____

ONLY DYNA★PAK

has

SEALED POWER



American's exclusive Sealed Power Unit is a unique combination of air and hydraulics that makes the Dyna-Pak the fastest, smoothest operating laundry press on the market today!

Here's why:

Sealed Power guarantees high, uniform pressure, without adjustments

Power Unit automatically compensates for varying thicknesses of garments and padding, exerts the same high ironing pressure on every single piece of work. *No pressure adjustments are ever necessary!*

Sealed Power means fast, smooth head action

In head closing, fast initial movement, smooth snubbing and full pressure are combined in one continuous sequence. The return of head from pressure through snubbing to full open is also a fast, uninterrupted movement. Simple needle-valve adjustment, in integral hydraulic snubber, assures smooth snubbing for both opening and closing head.

Sealed Power Unit is self-contained, leak-proof

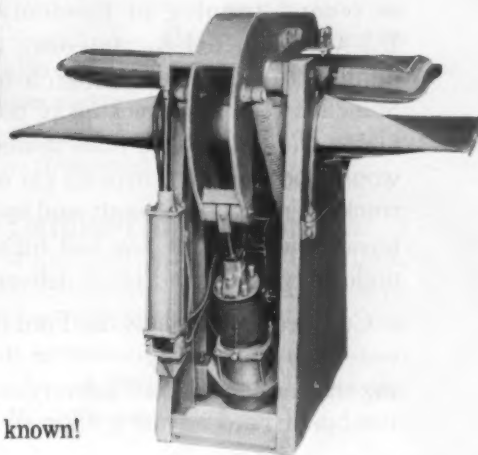
The hydraulic cylinder in the Power Unit is completely sealed. Absence of external high-pressure hydraulic connections eliminates costly, troublesome oil leaks and prevents contamination of hydraulic fluid by dust or lint.



ONLY DYNA★PAK

has

SIMPLE DESIGN



Unusual simplicity of design makes the Dyna-Pak the fastest, most efficient, easiest-to-operate and easiest-to-maintain laundry press the industry has ever known!

Here's why:

Simple Design means fewer working parts, easy accessibility

Fewer parts mean fewer things to lubricate, adjust or replace, and the new Dyna-Pak has up to 400 fewer parts than any other laundry press now on the market. Sealed Power eliminates toggles, cams, levers and pivots. The only mechanical operating parts are the Yoke, Head-Closing Cylinder and Sealed Power Unit.

Controls, valves and lubricating points are all readily accessible, and there are only nine lubricating points (7 grease, 2 oil) on the entire Press. The simple air circuit is easily followed for checking air lines and connections.

Simple Design includes unique "Floating" Head

A universal ball-joint mounting causes ironing head to automatically adjust itself to compensate for different thicknesses of garments and varying conditions of padding on the buck. The "floating" head applies uniform high pressure over the entire surface of each garment to produce an exceptionally fine-quality finish.

Simple Design incorporates Sliding-Type Master Control Valve

Mounted right on the front of the Sealed Power Unit to control admission of air to the Pneumatic Cylinder, the Master Control Valve has no discs, seats or holders to replace or adjust and is not critical to wear, shock or deterioration.

American's new Dyna-Pak Press is available in a wide range of models for finishing all types of laundered apparel including shirts, coats, pants, gowns and uniforms. Dyna-Pak Presses can also be furnished in various combinations of models to form job-balanced, high-production units for any specific requirements.

See for yourself why the revolutionary new Dyna-Pak, featuring Sealed Power and Simple Design, is the most exciting laundry press development in years! Have your nearby American representative arrange a demonstration soon, or mail the coupon for Dyna-Pak Catalog.



You get more from

American

THE AMERICAN LAUNDRY MACHINERY
COMPANY ALM-660
CINCINNATI 12, OHIO
SEND CATALOG AK 230-002 ON THE NEW
DYNA-PAK LAUNDRY PRESS.

NAME _____
CARE OF _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Again in '60

FORD PICKUPS beat all leading

New and certified proof that Ford

Ford Six delivers 13.1% better gas mileage in second running of Economy Showdown U.S.A., conducted by America's leading independent automotive research organization. Standard 1960 $\frac{1}{2}$ -ton pickups of the five leading makes were purchased from dealers just as you would and tested for over-all gas economy. The trucks were run both empty and loaded, over flat terrain and hills, at low and high speeds, and under city traffic and retail delivery conditions.

Certified results show the Ford Six won every test—with marked superiority in the tests covering city traffic and retail delivery conditions. The combined Ford advantage for all the tests was

13.1% more mpg over the average of all the other makes tested. In fact, the Ford Six beat one competitive pickup by a whopping 27%.

The 1960 Fords not only deliver the best gas mileage of the leading makes — but they do it without sacrificing any of the performance characteristics for which Ford is famous. Ford's highly efficient carburetion system meters fuel more precisely at both low and high speeds, providing the right balance between power and fuel consumption for the best economy of operation in all kinds of driving.

And that's not all . . .



makes in Gasoline Economy!

Trucks give you greatest gas savings

Ford gives twice the tire life with proven truck-type front suspension. Ford's solid front axle and leaf spring suspension system maintain constant front wheel alignment better than the "soft-type" independent suspension used on some 1960 trucks. Certified results of tests conducted to determine the tire wear of equally loaded trucks with the two types of suspension showed that, under average operating conditions, the independent suspension wears out front tires twice as fast. And the difference in tire wear can save you as much as \$300 over the life of a pickup.

Ford is priced below all other leading makes!* New 1960 Ford $\frac{1}{2}$ -tonners are priced

from \$33 to \$181 below those of leading competitive makes. Two Tone paint, power steering, wrap-around rear window plus many other desirable options also cost you less in a Ford. And, if you need a larger pickup a check of the suggested list prices will show Ford's prices for $\frac{3}{4}$ - and 1-tonners to be the lowest of them all.

Ford offers Certified Proof! Yes, this year, if you buy a Ford instead of a competitive truck, you can be sure to save—Ford's economy is certified! Check the certified records yourself in your Ford Dealer's "Certified Economy Reports" . . . see and drive the new Ford Trucks . . . check the price tags . . . and you'll save for sure!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation and conditioning and destination charges



FORD TRUCKS COST LESS

LESS TO BUY . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!

NEW products and literature

For further information or literature, write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



VENDOR ACCEPTS TWO NICKELS

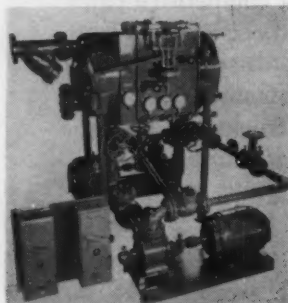
A wall-type vending machine now accepts a dime or two nickels. The machine has two columns, 48-box capacity for Luse's Lo-Suds, Safe-White Bleach or Lumar Fabric Softener. White baked-enamel machine is 36 inches high, 17 7/8 inches wide, 8 3/4 inches deep. Also comes with a slug rejector coin mechanism.

Marlyn Chemical Company, Lakeview, Ohio.

BOILER RETURN SYSTEM

Duplex Boiler Return System automatically maintains a positive differential between steam supply and return lines. The closed system consists of a receiver tank, two 2-stage pumps, differential valve, piping and a remote electrical control panel, shown lower left in the picture.

Stickle Steam Specialties Co., 2215 Valley Ave., Indianapolis 18, Ind.



TRAP WITH BUILT-IN UNION

Quick-Flex industrial thermostatic steam traps now have a union incorporated into the trap to eliminate time involved in fitting the pipe to a union as well as the cost of the union. New traps are available for pressures up to 250 p.s.i.

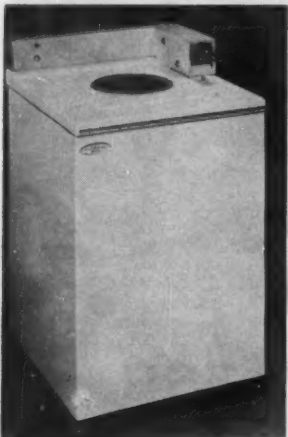
V. D. Anderson Company, Division of International Basic Economy Corporation, 1935 W. 98th St., Cleveland, Ohio.



FRIGIDAIRE COMMERCIAL MODEL

A new commercial washer with a 17 1/2-minute wash, rinse and spin-dry cycle has been brought out by Frigidaire. The wash period is a full 8 1/2 minutes. The timer control has been moved from the coin meter to the washer back panel, permitting the machine's use in attended as well as unattended self-service laundries.

Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.



REGISTER ADDING MACHINE

Victor Duo-Matic Cash Register is a new item-adding, receipt-issuing electric unit. In addition to being a cash register, the Duo-Matic can independently operate as an adding machine without interfering with the register grand total.

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.



NEW I-H TRUCKS DEBUT

International model AMC-164 with Metro walk-in cab is one of two new heavy-duty multistop chassis now being produced by the motor truck division of International Harvester. Both having 21,000 GVW, the chassis are also available in model AM-164, Metro front end section only. Both are sold without bodies, which may be purchased locally.

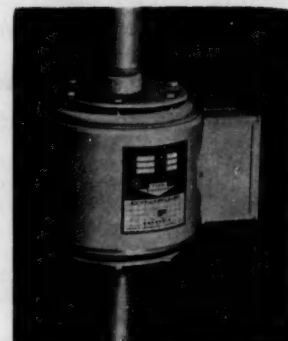
International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.



CANNED PUMP

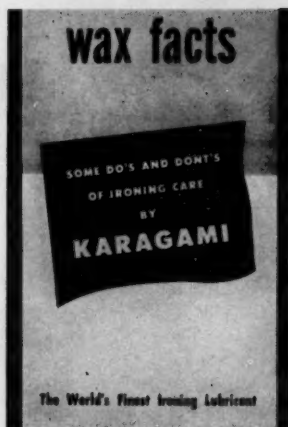
Dynapump Model 670 E handles up to 1,500 g.p.m., produces heads up to 20 feet. Wetted metal parts are stainless steel. Rotor, shaft and impeller form single assembly "canned" in stainless-steel cylinder, preventing leakage. Can be used for wide variety of fluids.

Dynapump Division, Fostoria Corp., P. O. Box 35-5, Huntingdon Valley, Pa.



WAX BOOKLET OFFERED

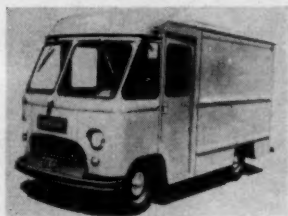
"Wax Facts—Some Do's and Don'ts of Ironing Care" is the title of a booklet on flatwork ironer care being offered by the Concord Chemical Co., Inc., Camden 1, New Jersey.



LIGHTWEIGHT TRUCKS

Lite-Weight trucks, available with either aluminum or steel body, each having a steel-enclosed safety cab surrounding

Continued on page 73



NEW

A complete
line of quality
spotting and
stripping aids
in one convenient
package

WILSON *Laundryman's* STAIN REMOVAL KIT

Here's the easy way to get acquainted with the advantages of Wilson performance-packed stain removers . . . and equip for efficient, time-saving stain removal. This new Laundryman's Kit contains everything you need to tackle 99% of spots and stains, and saves you 10% under what you'd pay if each product in it were separately purchased.



Here's what you get in the Wilson Laundryman's Stain Removal Kit

1 bottle **YellowGo**® Perfect answer for color runs — removes dye stains of any color from any fabric. Highly concentrated—has reserve power to handle the really tough jobs.

1 bottle **TarGo**® Powerful penetrating spotter for all oil-base stains. Flushes easily with tap water—no need to rewash. Twice as effective as ordinary spotters.

1 bottle **InkGo**® Unique lightning-fast remover for many problem stains. Reacts in 30 seconds.

1 bottle **ColorGo**® Companion product to InkGo. Excellent powdered stripper good for whitening cottons with chlorine-retentive finishes that turn yellow.

1 bottle **ExGo**® For iodine, argyrol, X-ray and photo developer stains. Safe, quick, easy to use.

1 bottle **RustGo**® Best there is for removing rust stains.

plus

*Handy dispenser bottles and helpful
"Spot and Stain Removal Handi-File"*

Order now from your Wilson jobber

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

*"Stain
Removers are our only business"*



Skeleton in whose closet?

JUST AS there are differences in quality, service and price in laundries, so are there variations in business magazine publishing.

Some magazines come to you free every month, whether you want them or not. Ours happens to be a fully paid for monthly, bought by you, the reader. Your annual subscription is, in effect, a vote of confidence that what we write helps you. The fact that the great majority of you renew your orders each year indicates we are on the right track.

Why do I bring this up? For several reasons. First, because *you* call the turn; we can write about the things you want to know more about. We don't have to puff anyone's product in the book. You buy the supplies and equipment advertised because the editorial integrity of THE LAUNDRY JOURNAL enhances the believability of our advertisers' claims.

The recent payola scandal involving disc jockeys and the rigged television quiz shows prove this point. Instead of being sources of entertainment and education, both media became subordinate to the advertiser, to gain more listeners to be persuaded to buy products.

The role of the communicator (in this case, our magazine) is to inform, *impartially*. It is our job to enlighten, not to persuade. It is the advertisers' task to do that.

Our responsibilities and those of the advertisers differ to the same degree that our objectives differ. The advertiser has no responsibility beyond influencing people to buy a product or an idea. It's not fair to ask him to take on a heavier burden.

Our responsibility as communicator is to bring you all the information on laundry management that is within our capacity. The *advertiser* is in complete charge only when he uses billboards, window displays, direct mail or shopping news.

What happens when the *communicator* is in command? It creates the *New York Times*, *Life* and THE LAUNDRY JOURNAL, to name a few. Both billboards and magazines serve a useful purpose, but their natures are different.

The point is that the more the advertiser dominates a magazine, the more it becomes a billboard. The more the communications mind dominates the magazine, the more the product will take on the character of an organ of communication. *And the more effective a communications organ becomes, the more effective it becomes as a carrier of advertising.* This is a point to be recognized by readers and advertisers alike.

It just isn't possible for the advertising mind and the communications mind to share equal authority over any medium, including business papers, with any success. That has been nearly the case in the broadcasting field. Too often the question raised has been "Will it sell the product?" rather than "Will it communicate?"

The result has been the uncovering of closets full of skeletons for that harried industry today. I am glad we don't have skeletons in our closet. By playing it straight with you, we add strength to the advertisers' messages. That's the way it has to be.

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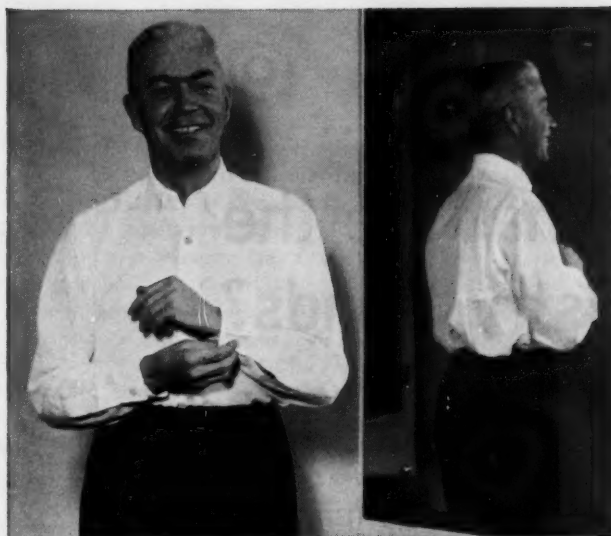
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8:30 a.m.: Ten buttons to button, and not one of 'em balks!



4:45 p.m.: No collar chafe, no afternoon wilt!



11:20 p.m.: Still sharp for the late, late show!

For shirts that really wear well...


use Wyandotte Primary Size

It's just what the customer ordered . . . the all-day neatness of starch, without the stiff, boardy feel. Now thanks to PRIMARY SIZE, your customers do not have to put up with the stiffness that used to be necessary for a non-wilt, non-curl collar.

With Wyandotte PRIMARY SIZE, fabrics are firm in texture, and finish to a silky sheen. Collars look crisp, and stay comfortable. Buttons press beautifully without sticking.

PRIMARY SIZE is easy and economical to use. And it contains CMC for extra whiteness.

Have you tried this modern sizing on your work? If not, get in touch with your Wyandotte man, today. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California; and Atlanta, Georgia. Offices in principal cities.*

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CHEMICALS

J. B. FORD DIVISION

Specialists in laundry washing products

Lf

asks a management consultant . . .



A. L. "Chris" Christensen has been associated with the laundry industry since 1922. During this time he has secured a solid background as an office, plant and sales manager and as an industrial engineer.

Prior to establishing his own consulting firm, "Chris" was for many years manager of the Production and Engineering department of the American Institute of Laundering.

A. L. Christensen and Associates, Joliet, Illinois, specializes in brief intensive surveys, working with laundry managements throughout the United States and Canada to reduce costs and improve quality and service to the public.

What are the industry trends?

His answers . . .

- ▶ Laundry sales will continue to climb, but not for all services
- ▶ There is great diversification in the industry . . . so much that sideline services sometimes bring in more income than retail laundry sales
- ▶ There must be constant effort to increase sales income and to cut costs if the future of a business is to be assured

Our industry has pretty much accepted the fact that family laundry volume is shrinking. And that there is a trend to diversification.

But up until now few have had any idea of just how deeply these changes have altered the over-all laundry business picture.

This bit of information could give many plant managements a totally different outlook on their business futures.

While most have added a drycleaning department to their operations, in many cases this is as far as they have gone in diversifying services. Some are reluctant to diversify any further because they somehow feel that it is an admission of failure. Even if they take on a commercial account or two they are apologetic in admitting it.

If you fit this description you will be most interested in this enlightening article. For further evidence, check the largest and most successful plants in your area to see to what extent they have diversified.—EDITOR'S NOTE

IN OUR TRAVELS we have observed wide differences in types of services offered by laundries across the country.

As a matter of professional curiosity we wanted to get facts and figures together which would enable us to compare the sales of the various services from year to year and season by season.

Our objective was simple: We knew laundry incomes continued to increase. But we did not know whether this increase came from retail laundry sales, commercial and wholesale work, drycleaning, rug cleaning, rental or other services.

Towards the end of May last year, we got together a list and mailed a survey form to laundryowners from coast to coast and from the Gulf of Mexico into Canada.

We asked these men to give us information on sales and productive labor costs for four weeks ending May 23, 1959, and for the same four weeks of the year before.

We planned to make these surveys quarterly for the months of February, May, August and November.

We chose these particular months because they represent different seasons of the year and varying conditions. February is a month of high sales in winter resort areas and low sales in summer resort areas. May is generally a good month in most areas with high drycleaning volume. August is a month of heat and vacations for customers and employees. In November most people are settled for the winter.

The responses to our survey exceeded expectations. Their number and extensive coverage led us to believe that the summaries of the returns provide an excellent picture of the trends in the industry.

We published the results of the initial survey in the first issue of "A Christensen Report" in June 1959. (Similar studies were made for the months of August and November. And the fourth-quarter study for February 1960 will be published in March.) Here are some of the results for May.

	Percent	
	Increase	Decrease
Laundry		
Retail		1.67
Commercial and wholesale	1.55	
Rental	24.19	
Total laundry		.56
Drycleaning and storage	8.45	
Other services	32.12	
Total sales	2.57	

• There were wide differences among plants in percent increases and decreases in sales. There was also shifting in types of services and the relative volume of each.

• Total sales were up, but not in all services. Retail laundry sales and total laundry sales were off in spite of the fact that linen and garment rental showed almost a 25 percent increase. The "other services" category had the highest increases and this was primarily rug business.

Our next step was to find out what percentage of total sales was from each of these services.

	Percent	
	May 1958	May 1959
Laundry		
Retail	51.13	49.05
Commercial and wholesale	16.50	16.33
Rental	.48	.59
Coin-op	.00	.07
Total laundry	68.11	66.04
Drycleaning and storage	30.81	32.56
Other services	1.08	1.40
Total sales	100.00	100.00

• The percent of each service to total service changed. Retail laundry services dropped noticeably to less than half of total sales.

• Rental services and coin-ops showed gains but not as great as those in non-laundry services. There is real diversification.

WHAT ABOUT COSTS?

The laundry industry has long related costs to sales in terms of percent of sales. This is an important measure for every laundry management to use.

The tendency seems to be this: A business goes on year after year with little change in the cost percentage of each item in the Operating Statement. When the cost percentage goes up, let's say for fuel, an attempt is made to defend or justify it.

Sales and Distribution costs are increasing in percent of sales. Modernization of a plant results in increased depreciation charges. If these costs are to be met, there must be decreases in other cost percentages.

As it is, the profit margin is low in most laundries. Where, therefore, should we look for cost reduction? The first place to look is at the first cost item in the Operating Statement—namely, at Productive Labor.

In our survey we asked laundryowners to give us dollar productive labor costs for the same weeks as the dollar sales. From this we determined the dollar cost increase (or decrease) comparison with the previous year.

Here are the changes we found in comparing total productive labor costs for May 1958 and May 1959.

	Percent	
	Increase	Decrease
Laundry		6.72
Drycleaning and storage	1.72	
Other services	23.69	
Total productive labor		4.51

• There were differences among plants in percent increase and decrease in dollar costs of productive labor. These were influenced largely by changes in sales volume. However, the differences between the highest increase and the greatest decrease was less than the difference in sales.

• The total cost of productive labor in the plants reporting was reduced and a substantial improvement shown.

Continued

Christensen's Quarterly Review 1959

SALES—Percent Increase (Decrease)			
(compared to same months in 1958)	May	Aug.	Nov.
Laundry			
Retail	(1.67)	2.12	.53
Commercial and wholesale	1.55	13.15	9.91
Rental	24.19	39.24	27.62
Total laundry	(.56)	5.25	2.92
Drycleaning and storage	8.45	3.50	5.09
Rug cleaning			9.32
Other services	32.12*	50.53*	12.28
Total sales	2.57	5.25	3.61

* Mostly rug cleaning

The trend is upward but there are wide differences in seasons and service. Total sales by all plants reporting were \$1,776,153 for November 1959

SERVICES—Percent of Total Sales			
	May	Aug.	Nov.
Laundry			
Retail	49.05	53.98	55.34
Commercial and wholesale	16.33	20.71	10.78
Rental	.59	4.61	3.26
Total laundry	65.97	79.30	69.38
Drycleaning and storage	32.56	19.60	29.78
Rug cleaning		.60	.79
Other services	1.47	.50	.05
Total sales	100.00	100.00	100.00

Laundry retail sales now represent about one half of plants' total income indicating sales gains are product of diversification

PRODUCTIVE LABOR COSTS—Percent Increase (Decrease)			
	May	Aug.	Nov.
Laundry	(6.72)	6.77	(1.68)
Drycleaning and storage	1.72	.28	2.73
Other services	23.69	5.61	
Total productive labor	(4.51)	5.40	.77

Usual practice is to relate costs to sales in terms of percent of sales. Hence, cost percentages tend to stay fairly steady from year to year

IMPROVEMENT FACTOR—Increase (Decrease)			
	May	Aug.	Nov.
Laundry	6.16	(1.52)	4.60
Drycleaning and storage	6.73	3.22	2.36
Other services	8.43	44.92	—
Totals	7.08	(.16)	4.38

Relating sales to productive labor costs gives a better indication of favorable or unfavorable trends. A decrease calls for action.

What are the Industry Trends? cont'd

IMPROVEMENT FACTOR

It is our opinion that there is another method of comparing labor costs of a plant with those of a year ago, other than a comparison of cost percentage to sales. We contend that if the cost of wages increases at a rate higher than the rate of increase in sales, a plant is slipping.

In June 1959 we introduced the term "Improvement Factor." The Improvement Factor is the difference between the percent change in sales and the percent change in productive labor costs. For example:

If sales are up 1 percent and costs are down 1 percent, the Improvement Factor is 2. If sales are up 10 percent and costs up 5 percent, the Improvement Factor is 5. If, on the other hand, sales are up 5 percent and costs are up 10 percent, the Factor becomes a negative of (5).

A positive Improvement Factor indicates a favorable relationship of productive labor costs to sales. A negative (decrease) shows an unfavorable trend. The IF principle may be applied to other cost classifications.

Here's the IF for the groups of plants reporting in May:

	Percent		
	Increase (Decrease)		
	Sales	Prod. Labor	Impr. Factor
Laundry	(.56)	(6.72)	6.16
Drycleaning and storage	8.45	1.72	6.73
Other services	32.12	23.69	8.43
Totals	2.57	(4.51)	7.08

The opportunities for reducing productive labor costs exist in every laundry. This is true with increasing wage rates.

The greatest opportunities are in challenging every method in the plant, the layout, workflow schedules, and in measurement of productivity. These are aimed at cost reduction.

There are many who contend that any increase in productivity can only reduce quality. In many more instances we find the opposite to be true. Your aim should be to improve quality by control of production.

CONCLUSION

Plants with alert, aggressive and imaginative managements will continue to grow and increase dollar profits with growth. They will continue to absorb business of other plants which fail, most commonly because of management complacency or inability to adjust to changing conditions.

Change is the very law of business. Nothing is more certain than that changes will go on continually. □□



considers the
pros and cons of . . .

In-plant vs. commercial laundry service

In recent months there has been an all-out drive by commercial laundry establishments and linen supply companies to take over the laundry and linen service in hospitals and other institutions.

To get a clearer picture of the situation, the Institutional Laundry Managers' Association of New England invited Edwin T. Cullen, then laundry manager of Salem (Massachusetts) Hospital, to make a presentation at their meeting in Providence, Rhode Island, early this year. His views are reprinted here.

Ed Cullen has had many years of practical experience in institutional laundering and is the immediate past president of the National Association of Institutional Laundry Managers.

He is also the author of many articles, the innovator of the color-code linen control system, and a former member of the Laundry Committee of the American Hospital Association.



by **EDWIN T. CULLEN**
Linen Control Supervisor,
Johns-Hopkins Hospital, Baltimore

Which is really the most economical?

IT IS TRUE, perhaps, that a third of our 7,000 hospitals in this country do use commercial laundry service. However, it should be noted that these are generally hospitals of 75 beds or less and their basic reason for using commercial laundry service is economy.

Let us analyze this question to see if we can determine the economical aspects of both services and see wherein economy lies. One basic fact should answer this question when we realize that two-thirds of our hospitals do operate their own laundry departments and most are operated in an efficient and economical manner. Yet this answer is not enough for the hospital faced with the prospect of re-equipping a rundown laundry or building a new building for this department. So let us examine facets of both operations to put this question in its proper perspective.

HOSPITAL LAUNDRY'S FUNCTION

The laundry department of today's hospital, as well as the other service departments of the institution, are maintained for the welfare of the patient. People who are not in their usual environment are the ones who entrust themselves to the care of the institution. The doctor has them admitted for medical, surgical or special care, imparts his orders and instructions for nursing care, and then the service departments routinely start rendering their service for the welfare, comfort and rehabilitation of the patient.

Now the patient may be subjected to many specialized services such as X-ray, therapy, laboratory tests, etc., yet essential services such as laundry, dietary and housekeeping all play an important part in the over-all objective, which is good patient care. It

therefore becomes the duty of each and every department head to be sure that his or her department renders the best possible service in an efficient and economical manner.

The laundry department is responsible for maintaining an abundance of clean, sterile linens, not only for the patient alone, but for many other essential services such as operating and obstetrical rooms, central supply, outpatient, X-ray and many others, as well as contributing to the high standards of hospital service by the furnishing of clean, crisp, white uniforms for the professional and other personnel of the hospital. Thus it becomes more and more evident that efficient laundry service contributes greatly to the morale of the entire institution.

These, then, are some of the things that administration faced with such a

The case for in-plant service

- Provides better control of linens—their maintenance, care and distribution
- The service is always there when you need it

The case for commercial service

- Provides freedom from administrative duties and responsibilities
- Eliminates investment in building and equipment

problem must evaluate in terms of which service utilized will do all the things necessary for good patient care and also satisfy the demands of the professional and other members of the entire staff.

WHAT ABOUT COSTS?

Of course, any evaluation of a problem of this type automatically points to the question of costs. Yet it is the author's personal opinion that costs become a relatively minor matter in a true evaluation of this particular problem. In the final analysis of this, or any similar problem where people are concerned, a breakdown in essential services centering on good patient care would more than offset or minimize any monetary gain in rendering such a service.

However, as we are analyzing every facet of this question let us take up the matter of costs and see if we can determine which offers the best area for economy.

Commercial laundry prices are based generally upon collection and delivery to one focal point. To this basic cost we must add the cost of pickup, delivery, sorting, and the counting or weighing of all linens within the institution which are to be sent out.

It has been established that any institution using or contemplating using commercial laundry service must retain approximately 30 percent of laundry personnel to handle this phase of the operation.

Then come the fringe prices of special handling. Special items or special handling mean special pricing, all adding to the total cost of linen service. Many times administration faced with this problem is influenced by increasing labor and supply costs, yet the commercial launderer is faced with the very same problems and these increases must be borne by the hospital, to assure him a profit on all work processed.

OTHER PERTINENT FACTORS

So much for costs for the present. Today all of our institutions are faced with the serious problem of cross-infection, perhaps better known as *staph infection*. Now in institutions where in-plant operation is maintained, the treatment of linens for the control of bacteria growth after the laundering process has been completed has become an added and costly operation. If this operation is carried out by the outside agency, it becomes an added item in processing procedures and must be added to the cost of service, with no assurances that proper procedures are followed. This is a most important area where the outside agency has no personal interest in the need for this extra service other than rendering extra service for added profit.

In many cases where an administrator is faced with the replacement of obsolete equipment, with the alternative of utilizing outside service, an evaluation of the merits of replacing

his worn equipment with new, automatic equipment would perhaps make him think twice before abandoning in-plant operation.

Automatic unloading washers, extractors, dry-tumblers, automatic folding devices, washer-extractor combinations, rotary press units and many more are technical advances in modern laundering equipment through which the purchaser can realize tremendous savings in labor, supplies, hot water and steam, and also benefit by substantial increases in the productive capacity of the department.

It is true that the capital investment in this equipment does run high, yet the potential savings and increased production more than justify the high expenditures. Equipment of this type is generally amortized in a relatively short period of time.

LINEN CONTROL AND CONSERVATION

Linen control and conservation are other factors which must be given serious consideration. Linens sent to an outside agency generally become a liability as far as control is concerned. Then, too, there is no control over quality, which is most important, and no control over damaged or lost articles. *The institution invariably has to write off lost or damaged articles as part of linen service which means substantial increases in linen replacement costs.*

To cite a few specific cases, one large Midwestern hospital servicing two units voted to use commercial laundry service

rather than to replace obsolete equipment and erect a new building to house the laundry department. In less than 18 months this institution's linen replacement costs had risen 300 percent. This hospital has since reinstituted in-plant laundry service in a new building with all new automatic equipment. One of the largest hotels in the East closed its laundry department for a trial period of commercial service. After less than 18 months, it reopened the laundry department to alleviate inferior service at increased costs. Another 300-bed hospital in the East reports an average of 12 pounds of linen unaccounted for from each load sent to an outside agency. No adjustment is made to the hospital to compensate for this loss. These are typical of most of the institutions reporting that use outside laundry service.

MEETING EMERGENCY SITUATIONS

Another area for serious consideration is the ever-present threat of labor trouble and inclement weather. Either could be the direct cause of chaotic conditions disrupting operating and delivery room schedules and general patient care. Other areas for disturbing possibilities or probabilities are the serious emergencies such as fire, explosion, train wreck, flood or any tragedy where the incidence of injury and death occurs in multiple numbers.

In-plant operation under such conditions assures more than adequate emergency coverage where delays may result in unnecessary loss of life. All the resources of the respective departments can be centered upon the immediate needs of the victims. Dependence upon any outside agency under the best of circumstances would lack the proficiency of in-plant operation. . . .

SUMMARY

To make a proper comparison of in-plant service versus commercial laundry service, we can perhaps base our comparison upon three basic factors; namely, *service*, *quality* and *costs*.

Number one, *service*, is the most important; good patient care de-

mands that each and every department in the hospital be at top efficiency at all times. For in-plant laundry service, this is a relatively simple procedure. Special demands are generally only as far away as the nearest telephone. In utilizing commercial laundry service, special demands are seldom, if ever, met through the use of the telephone.

Number two, *quality*, while perhaps not as demanding or as essential as is service, certainly is desirable, not only from the viewpoint of good patient care but also from the viewpoint of good public relations. Quality in the hospital is maintained through the personal pride that in-plant personnel take in the service they perform for the patient and their co-workers. This is something that cannot be infused into the impersonal staff of a commercial laundry establishment.

Number three, *costs*, is an item that is generally hard to pin down in any comparison with in-plant versus commercial laundry service. True, the cost per pound or the cost per piece may be on a comparable level, but right there the comparison ends. Often the institution using commercial laundry service does not include

all costs that pertain to linen service and that should be a part of the total costs for such service. As mentioned previously, there are many factors other than actual costs which should be the influencing factor in determining which type of service will best fit the needs of your institution.

In making a final analysis from the information at hand, it is obvious that service and quality of work processed are the major problems encountered in utilizing commercial laundry service, and this holds true in better than 90 percent of all reports received.

In most cases, institutional work is processed at a much lower figure than family work and consequently is used primarily as a fill-in to decrease down-time on expensive laundry equipment. The results of this are careless handling, hit-or-miss washing formulas and poor finishing.

If your institution is ever faced with this problem, we urge you to find out all the facts, review all the points we have raised, and acquaint administration with all the facts and figures. We are confident that, if properly presented, they will result in the continued operation of your plant in an efficient and economical manner. □□

No laundry for tomorrow's hospital?

Within two years, a unique plastic-domed, collapsible and portable hospital, said to link medicine, electronics and automation in a joint battle against disease, will be set up in Montgomery, Alabama.

Designed for low-cost mass production, the prototype model is expected to revolutionize medicine in the United States.

Some of its most novel features are:

- no operating rooms, kitchen, laundry or bathrooms.
- surgery will be performed on the patient's bed, inside a sterile polyethylene bag, inflated over the body.

- the bed will convert into bathtub, shower or toilet, with its movable pipe supports serving as plumbing.

- disposable linens will eliminate the need for a laundry.

- frozen food, prepared elsewhere, will be stored and heated in the patient's room, then served on disposable utensils, to make kitchen unnecessary.

These and other features are discussed in an article titled "The Hospital of Tomorrow," by Robert Wacker, Jr., which appeared in *This Week Magazine*, January 17.



This panel of experts gave an audience of 195 some food for thought on how to improve their plant image on the local level

The validity of the female image

Professional women give their views on the National Public Relations program

by HENRY MOZDZER

HOW EFFECTIVE is this "female image" thing and what do women think about it?

Laundrymen attending the 41st annual convention of the New Jersey Laundry & Cleaning Institute at the Essex House in Newark, February 6, had a firsthand opportunity to find out.

A panel of professional women told them their National Public Relations program was a step in the right direction. BUT that they couldn't rely entirely on the female image concept to do the whole job.

"It's valid but . . . requires concerted effort"

Miss Melva A. Chesrown, Melva Chesrown, Inc., public relations consultant to Dow Chemical Company, New York City (who served as moderator for the panel), said: "Yes, the exploitation of the female image concept, to create a new look for the laundry industry, is valid." But she had certain reservations.

● The great danger in industry-sponsored programs is lethargy on the part

of the members. "Don't expect your industry program to create miracles for you, individually," she said. "The consumer's final impression of the laundry industry is *always* going to be a direct reflection of her personal experience with *your* laundry."

CLEANLINESS IMPORTANT

"Your business is Cleanliness," said Miss Chesrown, "and everything about it has to reflect the cleanliness image. Freshly painted buildings reflect cleanliness; clean-looking drivers in clean, light-colored trucks, delivering crisp, clean-colored packages, represent the most powerful selling device you can use for your basic function of cleanliness."

Later in her talk, Miss Chesrown admitted: "Until I had to do a little studying in preparation for this meeting, I wasn't aware of your industry one way or another." Then she gave a couple of personal experiences to illustrate why she thought we might be losing some business to more progressive industries (e.g., home washer manufacturers).

"Almost four years ago, I moved,"

she said. "The laundry I had used consistently for 11 years never as much as called to see where I was or why I stopped using its services. . . . The drugstore, the liquor store and the florist all asked for my business even though it meant going out of their way. And they still get a good share of it. But in all the four years I've lived on 52nd Street, I have never had a call or a piece of direct mail from a neighborhood laundry."

"Your future isn't dark—it's challenging. You will have to sell with the same kind of forthright imaginative sales promotion as is used by your competition," she concluded.

"It's valid but . . . must be backed by quality"

Mrs. Peggy Dwyier, Dwyier Associates Advertising Agency and president, Bureau of Laundry and Dry Cleaning Standards, Washington, D. C., said she believed in the female image concept. "But," she added, "we've got to back it up with quality or we're done."

She felt that people had to automatically think of quality when they thought of laundries. "Most people think of precision craftsmanship when they think of German-made products. By the same token, Japanese-made goods—up until recently, anyway—conjured up quite another picture in people's minds. Quality reflects our character. Where you've got quality, you'll find happy employees."

"It's valid but . . . you must merchandise, too"

Mrs. Mary Christe, formerly sales manager and now plant manager of Consolidated Laundries Corporation's Diaper Service Division, stressed the necessity of merchandising.

"In the diaper service field," she explained, "we have to replace our customers twice a year in order to stay even. In the past, we have always concentrated on the expectant mother as the most likely source for this business. But last year, we began selling *diaper service gift certificates* to all comers. And, oddly enough, the bulk of these were sold to bachelors who bought them for their married friends. Our sales jumped 100 percent over 1958."

How can family laundries sell more of their services? Using the Diaper Service industry's motivational research as a basis, Mrs. Christe made these suggestions:

- "A woman likes to follow her neighbors' lead. If everyone else does their laundry at home she'll want to do it at home, too. Perhaps the laundry industry can change this by promoting a theme such as 'Why be a victim of the do-it-yourself trend.'"

- "Young homemakers are on the move these days and no longer have mother at their elbows to give them advice. Why not set up a consultant service to advise them on the kinds of fabrics that stand up best."

- "The telephone is a vital selling tool. (We get 95 percent of our business by phone.) How you answer is the secret of selling. You've got to believe in your plant and convey that impression to the public. Don't confuse them by rattling off a confusing list of prices and services."

Mrs. Catherine Smith, Director of Public Relations, Excelsior Laundry, Indianapolis, Indiana, pointed out that the female image improves the atmosphere "but you've got to go further. Specifically, we have to look at our merchandising. Our advertising copy hasn't changed much in the last 100 years. We must learn to sell ideas."

- By way of example, she told the laundrymen how her plant had its flatwork department working overtime this past summer by advertising "It's cooler to sleep on ironed sheets."

- "We also ran a 99 cent special on coats this past August," she reported, "and got 3,000 of them because of a very simple idea. We got hold of a

brilliantly colored bug ornament and had our salesmen make their calls with the bug pinned to their shoulder. The bug got the immediate attention of the customer and served to remind the salesman to make his pitch for coats."

"It's valid but . . . it depends on application"

Mrs. Judith Keith Fitzgerald, Public Relations consultant to the Betty Best program, said the female image concept is good, but it all depends on the way you apply it.

- She explained that the Betty Best presentations before women's groups

are available in two forms. One is commercial; the other is not. Experience has shown that the commercial programs are not objectionable and, in fact, get better results.

Door prizes are awarded at these meetings for the purpose of getting attendants' names and addresses. The laundry then follows up where Betty Best leaves off.

- With the straight-talk presentation about one-third of the audience is persuaded to try professional laundry service. But the conversions are 50 percent greater when the presentation is followed up by the AIL film which gives them the opportunity to see what the inside of a professional laundry looks like. □□

Betty Best program revamped to give members closer tie-in

The Professional Laundry Foundation's "Betty Best" program has been revamped to serve also as the public relations arm of the New Jersey Laundry and Cleaning Institute, Newark, New Jersey.

A budget of \$3,000 has been set up for the year to be underwritten by participating members. The cost is surprisingly low. For example, the largest plants will pay less than \$400 and smaller plants approximately \$40.

This small budget is made possible since all Betty Best shows are now sponsored individually by participating plants at a cost of \$35 per appearance.

Participating plants get the following benefits of sponsorship: (1) Their literature is distributed to each mem-

ber of the audience. (2) A registration list is supplied for direct solicitation. (3) All publicity material sent to program chairman bears the plant's name. (4) Betty Best will deliver the plant's own commercial message and even plug current specials if so desired.

More than 115 Betty Best shows have been scheduled for the year ending June 1960 in the Philadelphia and New Jersey areas. Additional memberships are invited.

The program—now in its fifth year—has incorporated and utilized the recommendations recently made by the National Public Relations for Professional Laundries program. It is administered by Mrs. Judith Keith Fitzgerald.

Product ads build corporate image: using image ads alone is "suicidal," Sawyer says

Kansas City, Feb. 2—"Product promotion is the first element in building a favorable corporate image or reputation," the Industrial Editors Association was told here last week.

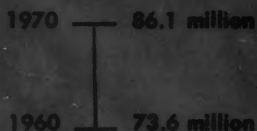
If a company has a good product or service, available at reasonable cost, which can be demonstrated through

sound selling and advertising as filling a need, Bayard E. Sawyer, associate publisher of *Business Week*, told the association, the company is "well on the way to enjoying a good reputation and a rewarding corporate image . . ."

—Advertising Age
February 8, 1960

LABOR . . . the picture

During the 60's the nation's labor force will increase by 12.5 million workers



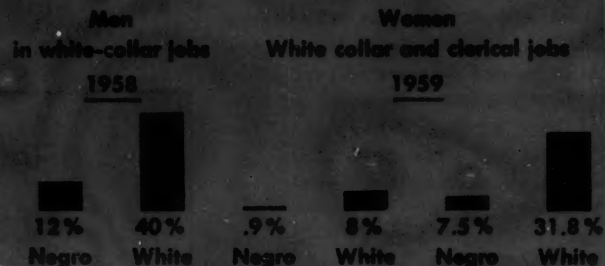
American economy will need

- 80 % more proprietors and managers
- 50 % more professionals and technicians
- 25 % more clerical and sales force
- 25 % more service workers
- 23 % more skilled craftsmen
- No increase in laborers

But Workers in the prime age group will decrease

Under 24 years up 47 %	25-44 down 1 %	Over 45 years up 41 %
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One Solution: Make more white-collar jobs available to non-whites



Two case histories suggest labor sources

Hiring handicapped proves no handicap

THE TOP AWARD in an American Legion competition for the New Mexico firm hiring the most elderly or handicapped persons was recently won by White Swan Laundry and Dry Cleaners, Inc., of Santa Fe.

Emil and Marcel Pick, owners of White Swan, have made it their business during the past 25 years to hire the aged and handicapped. Over 40 percent of their 68 employees are over 60 years of age, and many of the others have such handicaps as deafness or very poor eyesight. Acting as spokesman for the company, Marcel had this to say:

"We have two reasons for hiring the handicapped. We feel a moral responsibility to help those in need of a job, who might otherwise have to go on relief. The second reason is, they make the best type of employees. Not only do they appreciate their jobs, but they are more reliable and take a great deal of pride in doing a job well. In our opinion, too many

by LOU BELLEW

launderers are completely overlooking an untapped source of the finest help available by shutting their eyes to these people."

The oldest employee at White Swan is 69-year-old Ludwig Cletsoway, a bookkeeper. Ludwig was laid off by a local firm seven years ago, at the age of 62, as being too old. He promptly went to work at White Swan. In seven years he has never been late for work, never been absent, and has never suffered a single day's illness. "Mr. Cletsoway is still one of the finest bookkeepers in the business," says Marcel Pick. "An indispensable employee."

Another man, although younger by far than Mr. Cletsoway, had a hearing defect that barred him from employment by other firms. Henry Taylor happened to be 90 percent deaf when he applied at White Swan for the job of engineer. Mr. Pick was stumped as to how he could use a man who

couldn't hear, but Henry solved that with: "I am a good mechanic. You will be my ears."

And that's the way it worked out. Although the degree of deafness was beyond the help of a hearing aid, it was soon discovered that sign language in its simplest form was sufficient for proper communication. Marcel Pick says all he had to do was point at the problem and Henry had the situation in hand in rapid order. Henry has been at White Swan two years now and has proved the finest engineer the plant has ever employed.

It is nice to report in this case that a recent operation restored the engineer's hearing to 60 percent of normal. More important, according to Mr. Taylor, was the fact that although insurance paid the cost of the operation, his employers continued his weekly paychecks during this short period off the job so his family would be spared any hardship.

No deserving person is denied the

... the market

"Employment in manufacturing industries has increased by only 8 percent since 1945 and most of these gains were made before 1950,"

says **Challenge** magazine.

"But employment in the service sector has increased by some 40 percent. Already, more than half of our labor force is concentrated in service industries, and government experts expect this trend to accelerate in years to come."

Laundry management's prime prospects in filling job vacancies during the next 10 years will be in the following age categories:

Of the new labor in the next decade—

47 percent will be youngsters between 14 and 24

41 percent will be 45 years and older

The number of workers in what is considered to be the prime age group (25-44) is expected to decline by 1 percent.

* * *

President Eisenhower's Committee on Government Contracts last month reported that employers looking for white, male workers under 45 years of age for technical, managerial, sales and service jobs will have difficulty finding them.

Anticipating this shortage, the Committee—which works to end discrimination in employment—plans to concentrate its efforts to get more Negroes into white-collar jobs.

privilege of employment at White Swan. Old people, prison parolees, alcoholics, deaf mutes and even the mentally ill have had the opportunity to regain the assurance and self-respect that goes with a job.

OLDSTERS MORE DEPENDABLE

Oldsters have always proved a good bet. Invariably they are more dependable than younger people, perhaps because the older people no longer have to worry about dental and doctor appointments for their children, husbands who drink, or boy friends. In the case of need to work overtime, there are no social functions to be interfered with or children to be picked up at the baby sitter's. All these things, according to Mr. Pick, seem to contribute to more pride in their work.

There are at least 10 women past 60 working in the laundry finishing department. They are especially fitted to serve well wherever extra care is needed, such as checking in, finishing, and tumbling operations. (And function equally well in similar drycleaning department jobs.) Naturally, younger women are better fitted for jobs requiring more stamina.

These older women start at the

same wage as the younger employees . . . but they end up making a better wage because their period of service is longer. Any slight loss in production where the older people are employed is more than made up for by their steady attendance. This eliminates largely the break-in cost of training new employees.

After many years of observation Mr. Pick feels that over half his older employees are as good producers as the younger employees, while the remainder will maintain a production within 5 percent of that of the younger workers.

So far as older people in the laundry and cleaning business are concerned, Marcel Pick sums it up well when he lists their outstanding points as follows: (1) Older folks are more dependable, (2) take more pride in doing good work, (3) take orders much more readily than other ages, (4) require less supervision once they understand their duties, (5) never fuss or fight among themselves. And it might be added there has never been the need for discharging an older person, while during the past seven years over 100 younger employees have been discharged for one reason or another, principally for mis-

conduct. (6) Older people are more careful and less prone to accidents, which means lower costs for workman's compensation. (The last injury to an older employee was seven years ago when a woman pulled a press head down on her hand . . . in the same time the younger employees have had approximately 50 injuries.)

SECOND CHANCE GIVEN

Prison parolees, after a thorough investigation, are often given jobs and invariably turn out to be good employees. As a testimonial to the patience of the Pick brothers, two confirmed alcoholics are on the payroll. One of the men has been completely cured and hasn't missed a day's work in over four years. The other man hasn't missed a day's work in 15 years . . . he is judged to be 80 percent cured, but even on the days he "slips up" he still reports to work on time. (These occurrences happen now with less frequency and are becoming less of a problem.)

Three months ago a woman who was mentally ill was given a trial, but that experiment ended in failure since she was unable to adjust to the surroundings.

Deaf mutes have proved the finest

employees of them all in terms of production, although at present there are none employed. Deaf people invariably seem to have fewer accidents than any other group. In fact, it has been noted that the handicapped all seem to develop extra keen senses toward possible danger and avoid it.

White Swan has a standing order at the local employment offices for the handicapped and older people, although the younger job seekers are not discriminated against since they need jobs, too.

Social security payments begin for women at age 62 if they are totally disabled or widowed; otherwise pay-

ments begin at 65. Most women find it necessary to fill in this three-year period by continuing to work. According to Marcel Pick, a surprising number of these older women find that for one reason or another they have never met the requirements for even the bare minimum payments. Most women receiving the minimum social security payment are unable to live on it and must rely on public welfare agencies for additional aid. This he feels puts an unnecessary burden on the whole community. A simple solution is to provide them with employment.

Needless to say, neither Marcel

Pick nor his brother Emil can be regarded as a publicity-seeking do-gooder. Their attempts to better the lot of the aged and the handicapped have been going on at the White Swan for over 25 years, and their sole recognition in that time has been the recent American Legion citation.

Next time you visit Santa Fe, New Mexico, drop in at the White Swan Laundry & Dry Cleaners and see a happy plant. Then if you wonder why the owners are also happy, you might check the quality of the work . . . and the productive payroll figures. Mute testimony that it certainly pays to hire the handicapped. □□

St. Charles laundryman lends helping hand to 1,400

An Illinois laundryowner was recently recognized for his outstanding role in the rehabilitation of more than a thousand wayward girls over the past two decades.

According to an article by Jacquelin Southerland appearing in the *Chicago Tribune*, Warren C. Burgess, president of Fox Valley Launderers and Cleaners, Inc., St. Charles, began this project back in 1942.

The war created a labor shortage and, in desperation, he called on the Illinois State Training School for Girls at Geneva to ask if there was some possibility of hiring girls for outside

work. It was a matter of necessity at the time and Mr. Burgess has never made any pretense of being a "do-gooder."

The answer was yes. Mr. Burgess got his girls, sometimes as many as a dozen at a time. When the war ended, the shortage ended, too. But Geneva inmates were still employed "because the girls wanted it."

The laundry gives them the opportunity to earn some money, learn a job, and acclimates them for the return to society.

Some 1,400 girls have since received training at the Fox Valley plant

and only six of this number have run away although they work at the laundry unguarded.

Mr. Burgess has become more and more involved in the project over the years. He gives paroled workers recommendations and often helps them find other jobs. He has even "given the bride away" at weddings for half a dozen of his former girls. But he feels that the savings in money for the state and in usefulness to society are extremely worth while.

At the present time, his plant employs a staff of 68, five from the Geneva school.

AMA study concerned with problems of labor turnover

If you're looking for a blueprint to follow in reducing labor turnover rates, your efforts will be "doomed to disappointment," says Dr. Frederick J. Gaudet in a recent study by the American Management Association.

Dr. Gaudet is director of the Laboratory of Psychological Studies at Stevens Institute of Technology, Hoboken, New Jersey. The study, AMA Research Report No. 39, is entitled "Labor Turnover: Calculation and Cost."

Techniques for reducing labor turnover that have been reported as successful in one company almost in-

variably will be reported as failures in another company, according to Dr. Gaudet. However, a number of devices have been credited with reducing turnover in a sufficient number of cases to warrant attention. Among them are:

- *selection devices* such as the weighted application form and psychological testing.

- *on-the-job methods* such as better training techniques and more effective communications.

- *exit interviews* to find out why employees leave a company.

To illustrate the effects of good

training methods on turnover, a study was made of a company that had a particularly high turnover rate during employees' first three months on the job. The closer an employee came to reaching the "standard rate" the more likely he was to quit.

An analysis of the problem revealed that new employees had no way of knowing how well they were doing. They were told only that they were expected to reach the standard rate after a certain number of weeks. When management set weekly goals, turnover dropped more than 50 percent among these employees.

Profile of our average linen supply dealer

He earns ...



annually

He hires ...



employees

He drives ...



trucks

He uses, monthly



of soap

WHAT IS the average linen supplier like? Is his firm large or small? How many employees does he have? How many trucks does he run? How much soap does he use? Does he have branch plants? Does he offer related services?

IN A NEWLY completed survey, THE LAUNDRY JOURNAL went after the answers to these questions and found them among our own linen supply readers. Although, as expected, our linen supply readers ranged the gamut from very small to very large in their scopes of operation, we are able to formulate an accurate profile of Mr. Average Linen Supplier.

In essence, our man would seem to be a fairly good-sized operator, having an annual dollar volume that runs somewhat over \$200,000. If he's average, he would be employing about 50 people and operating five or six trucks. He most likely uses about 3,000 pounds of soap each month and also processes industrial laundry. This

linen supplier probably operates a depot for collection and distribution of linens, but does not yet have any branch plants. He's not yet large enough to handle the additional service of diapers, although a number of his larger competitors offer diaper service.

That's the portrait of our average linen supply subscriber, but let's see what the more general picture is among that important segment of our readership. A more specific breakdown on dollar volume reveals that 52 percent enjoy an annual volume of more than \$200,000, 33 percent range between \$50,000 and \$200,000 in annual receipts, and the remaining 15 percent do less than \$50,000 annually.

Although our average linen supplier employs somewhere in the neighborhood of 50 people, our survey shows that the overwhelming majority of linen suppliers have between 20 to more than 100 employees, with just a fraction having less than 20 employees.

Monthly consumption of soap, probably the major supply item used by linen suppliers, was divided evenly above and below the 3,000-pound mark among those surveyed. Exactly 50 percent of our linen supply subscribers use more than 3,000 pounds of soap per month, while only 5 percent consume less than 1,000 pounds of soap monthly. Mr. Average Linen Supplier, therefore, comes in just

about at the 3,000-pound consumption level.

Truck ownership really showed a wide range, from some linen suppliers having as few as one vehicle to others having 21 or more. While our average reader runs from five to six trucks in his operation, some 44 percent of our subscribers own anywhere from 7 to more than 21 vehicles.

Most frequently mentioned related services offered by our linen supply readers are industrial laundry and diaper service, with some offering both. While only 50 percent of our readers handle either of these sidelines, some 81 percent of those that have either do industrial laundry work. Only 19 percent of those having sidelines of this type offer diaper service. Although our average linen supplier may handle industrial laundry, chances are that he isn't large enough yet to have diaper service facilities.

Only about a quarter of our linen supply readers have any physical facilities other than their main plants. Of those that do, approximately 80 percent operate from 1 to 10 depots for the dissemination and collection of linens, while the rest have anywhere from 11 or more such depots. A minor percentage of our readers also operate branch plants and, of those that do, a little more than half own from one to three such plants, while the remainder operate four or more branches. □□



reports . . .

A packaging

break-through

in California

Low-cost
laundry packaging
designed to build
much needed
prestige and
quality impression

by LOU BELLEW

These are some of the personalized boxes currently being used by California and Arizona plants which not only protect the product but do an active job of selling and identification for their owners



A survey of profitably operated California plants reveals that these firms spend about 8 percent of sales for various supplies. The largest share of this expenditure—amounting to nearly 5 percent of sales—is spent for packaging materials. Yet most plantowners spend 90 percent of their time in selecting washroom supplies and only 10 percent on packaging needs.

These facts were brought to light in a study conducted by one of California's leading laundry and drycleaning supply houses . . . a study prompted by surveys on packaging conducted by the American Institute of Laundering and the National Institute of Drycleaning. Both of these surveys changed the supplier's ideas on packaging sales and the firm decided to do something about it.

WOMEN'S SHOPPING HABITS STUDIED

The national surveys had shown 85 percent of laundry and cleaning services were bought by women. The supply house decided this was a good starting point for its own study and picked the supermarket field as the most likely place to learn about women's shopping habits and preferences. The supplier's specific intention: to determine what sort of packaging had the most appeal for the fair sex. This meant months of consultation with many of the larger supermarket executives, but it was time well spent.

According to these executives, supermarkets are fiercely competitive, even between departments within the same organization. Each department strives to be outstanding in the matter of sales. And, of course, the manufacturers of various products are highly competitive, too. Even though there really isn't too much difference between one product and another, there is always one brand that outsells all others. The answer, say supermarket operators, appears to be in superior packaging.

● As a case in point, one operator cited the experiences of a manufacturer of 15-cent screwdrivers that had been available in most California hardware stores for years. Sales were not good, so the manufacturer decided to appeal to housewives directly through the supermarkets. To do this, the screwdrivers were packaged in poly bags costing a half cent each and bore the words "For Her." At the same time, the price was upped to 25 cents.

The results after 120 days showed that for every 15-cent screwdriver purchased in a hardware store (presumably by a man), 25 were purchased by women in the supermarkets. It seemed that every woman suddenly wanted her own screwdriver.

● Another interesting observation brought out in this study had to do with canned vegetables. It seems that women invariably buy canned vegetables and fruit for themselves and their families. However, to impress guests they will invariably buy the same vegetable packed in glass . . . thinking the vegetable is of better quality even if it is put out by the same manufacturer and is of the same quality. For some reason they assume that the glass package is more costly, although canned goods actually cost no more, no less. (This has been a major problem for the glass industry in trying to compete with metal cans in the container field.)

● One other point stood out as far as packaging was concerned: the women showed a preference for brand names. Even though there might be as many as 300 different products labeled with the same trademark, the women would give that brand preference in purchasing other products. If they enjoyed, let us say, Campbell's chicken soup, they were inclined to buy almost any other product that bore the Campbell's label.

BASIC FUNCTIONS OF PACKAGING

The basic functions of a good package are: (1) to protect the product, (2) to identify the manufacturer (or processor), and (3) to showcase the quality. As an industry, the survey revealed, we have gone all out to protect the customer's orders. But we've fallen short in the matter of identification and display. Normally a housewife walks into a plant with two bundles—laundry and drycleaning. But the work comes back in a variety of packages: drycleaning orders

in poly bags, flatwork wrapped in blue kraft paper, shirts in plain or gray boxes, fluff-and-fold in brown paper, and dresses on plain hangers.

There isn't any indication that all the work was done in the same plant, or even on the same premises. There is little, if anything, to differentiate the packages from those used by the press shop around the corner. Thus, the large plant has no advantage over even the smallest plant as far as individuality in packaging is concerned.

As the pros put it, "without some sort of primary point of identification, such as a trademark or slogan, a firm is unable to impress its name on the average housewife's mind." This "primary point of identification," to be effective, must be repeated on all products to make the desired impression.

As to "showcasing the quality," it is understandable that a plain paper bag full of \$10 per pound chocolates will make less impression on the average woman than \$1.50 per pound chocolates delivered to her in a fancy box. Most merchandisers are resigned to the fact that women are poor judges of quality. It's the package that provides the desirable impression one wants to create. These were some of the conclusions reached in the supplier's survey. Now the applications.

A shirt is seen by the housewife only twice . . . once when it's taken from the plant and, again, when she puts it away in a bureau drawer. It is generally assumed that wearing the shirt actually enhances its appearance, so that leaves her most critical inspection of the shirt to the moment when she is putting it away in the drawer. Which means that she's no longer influenced by the background of a swank call office.

At this moment, a fine job of packaging is bound to impress her with its fine quality. But an even better shirt, at this moment, wrapped in a newspaper would lead her to search for flaws which can be found in the finest finished shirt. (This attitude is referred to as a "negative reaction" where packaging is concerned.)

The supply house officials were convinced that plantowners were already doing a good job in "protecting the product." Identity could be easily given with proper color and printing. And showcasing could be done through the use of fine paper or poly. The goal then was to do all these things with no increase in costs.

By rule of thumb, packaging costs are approximately \$20 per thousand in most plants. Any plantowner willing to spend \$100 per thousand on packaging can do wonders. As they say in the trade, "Just spend enough money and you can accomplish anything." The trick is to do a satisfactory job without increasing present costs.

The supply house officials then went one step further. They used certain plants as test cases. They used various types of packages and included return postcards in these inviting the customers to give their reaction to the packaging used.

More than 16 percent of the cards were returned and these were some of the findings:

- The housewife wanted the shirts protected from crushing, until they were in her hands.
- She wanted the shirts to be protected from soiling while they were in the bureau drawer.
- Above all else, she disliked handling all the materials that are considered part and parcel of a typical shirt package—the shirtboards, collar supports, shirtbands, etc.

BETTER PACKAGING AT SAME COST

With these facts in mind, the California supply house mapped out a plan whereby plantowners could get in on a far superior packaging program without increasing their costs. The suppliers eliminated the shirtboards and other paraphernalia and simply bagged the shirts in plain poly to protect them from soiling while in storage. Then they developed a personalized shirt box which protects, identifies, and provides a quality impression at no added cost.

These chipboard boxes have a white top and a gold bottom. (Gold does not show soil which may collect from shelving in transit.) The white tops are adorned with "personalized" artwork created for the supplier by a young artist employed by a leading West Coast container manufacturer. The art work is outstanding and consists of simple line drawings, in various colors, that highlight either established slogans or familiar trademarks of specific plants.

On the drycleaning side, it has been found that plants buying plain poly bags are paying in the neighborhood of \$22 per thousand 36-inch bags. If the plantowner owns an in-

Continued on page 58

What about renting rug cleaning equipment?

OF THE VARIOUS sidelines handled by launderers, rug cleaning is one of the most popular. It represents a natural adjunct to the basic laundry service and is offered, in one fashion or another, by a majority of launderers. In some cases laundries operate complete rug cleaning departments of such scope as to rival some of the foremost firms that do nothing but rug cleaning. Most often, however, laundries will accept rugs from their customers and, in turn, farm them out to professional rug cleaning establishments.

Still another facet in rug cleaning is the comparatively recent innovation of renting rug cleaning machines and supplies for do-it-yourself cleaning by the housewife herself. Although this development has caused much controversy within the ranks of the rug cleaners—some of them offer such equipment for rental in addition to providing professional service—it certainly merits study by those launderers seeking sidelines that may fit nicely within the scope of their operations.

Here are the facts of rug cleaning rentals. Study the pros and cons and make up your own mind.

On the plus side:

AT THE OUTSET, let's define what the rug cleaning rental scheme is all about. There are two types of equipment available for this purpose, the shampoo method and the so-called drycleaning method. In the overwhelming majority of cases, the professional rug cleaning crew that goes out into the field to clean carpets in homes and commercial establishments will employ the shampoo method. This utilizes a portable rotary scrubbing floor machine through which is fed a solution of detergent and water.

Unlike plant cleaning of loose rugs where hundreds of gallons of water are used freely on each rug during the washing process, followed by quick drying to avoid excessive shrinkage, mildew, dry rot or "browning" of the pile fibers, on-location cleaning calls for great care to avoid

undue wetting of a carpet. Because no artificial drying facilities are available on the outside, a carpet that is overwet will be subject to the above-mentioned damage, in addition to being unusable by the customer for too long a period.

The other method, also used to a limited degree by professionals although the quality of cleaning and soil removal is inferior, is the comparatively lightweight electric brush used in conjunction with an absorbent powder cleaning compound. This "drycleaning" method employs no water and is the most popular form of do-it-yourself carpet cleaning. This method, which involves a pre- and post-vacuuming, is not too difficult a task for the householder to perform.

Our main caution is this: Although the shampoo-type machine is made available through a number of hardware and rental outlets, don't offer this kind of equipment to the amateur. Because of the reasons outlined above, the customer is likely to overwet and ruin her precious floor coverings.

If you plan to rent equipment, then, by all means use the electric-brush type of device employing absorbent powder cleaners. Unlike the type now being introduced in appliance stores by manufacturers of vacuum cleaners and carpet sweepers, the type of machine being used for rentals is a more efficient, professional variety that is also used by commercial rug cleaners on certain types of jobs.

METHODS OF DISTRIBUTION

Firms that have rental plans generally charge anywhere from \$10 to \$15 for a 24-hour or week-end rental deal, with packaged absorbent powder bringing in additional revenue. Distribution of the machine and powder can be handled by having the customer pick it up and return it, or by having the route salesman deliver and pick up the equipment and supplies as he makes his regular stops along his route. The latter is probably the wiser choice because it would give the routeman the opportunity to sell his firm's basic service to noncustomers.

Very little instruction is required for the operation of the machines, one of the best features of this sideline. Generally, the packages of absorbent powder compound have printed directions for its use, either on the carton or on an enclosed leaflet.

Because it is quite expensive to have a wall-to-wall installed carpet cleaned in a plant (this involves the prohibitive cost of taking up and reinstalling in the same

dimensions a carpet that has probably been shrunk during cleaning), the rental machine was developed primarily for tacked-down carpet cleaning in the home. And with the overwhelming preponderance of current carpet yardage sold as wall-to-wall installations, a prime-potential market is available for this service.

Although the professional rug cleaner also seeks this on-location market for his business, he readily admits that only the upper-middle to high income level can afford the cost of professional rug cleaning. The potentially vast market aimed at by the firms renting rug cleaning equip-

ment is the lower to medium income consumer who either does not have her rugs and carpets cleaned or who uses any of a number of inefficient do-it-yourself chemicals displayed in supermarkets and department stores. For very little more in cost, she can now rent a device and cleaning compound that will produce results superior in quality to the supermarket genre of carpet cleaning chemicals.

Any reader wishing the names and addresses of firms that manufacture machines and compounds for the trade that can be rented to the consumer will receive this information by writing to THE LAUNDRY JOURNAL.

On the minus side:

THE VARIATIONS of fibers and textures in modern floor coverings pose cleaning problems even on a professional basis and it is inconceivable, according to the experts, that the consumer can do even a mediocre job on many of the rug fibers with available equipment.

If an acceptable job can be done by any do-it-yourself method, isn't it conceivable that it would be pushed and recommended by carpet manufacturers? What a boon this would be to their sales departments. They could capitalize on the ease of maintenance by simple home methods, with no professional cleaning needed at any time.

Yet, surprisingly enough, there is no carpet manufacturer to our knowledge that recommends any do-it-yourself procedure for the cleaning of its products.

LOCATION CLEANING LESS THOROUGH

The very nature of on-location cleaning in the home, with the floor covering lying flat on the floor, precludes any degree of thorough cleaning. Most consumers do not realize that the bulk of the soil, dust and grime works its way down through the pile fibers to the base of the carpet—the kind of dirt they cannot see or hope to remove with the average type of home vacuum cleaner. Any one of a number of home cleaning compounds, or the type of rental machine discussed here, cannot hope to do a thorough job. Even the more professional rotary shampoo machine, as the professional rug cleaner will admit, cannot turn out as thorough a job as can be accomplished by plant washing.

Largely for this reason, even the professional rug cleaner was long reluctant to bother with on-location carpet cleaning. It was this attitude that was mainly responsible for the emergence after World War II of a variety of home preparations for the do-it-yourselfer. Should the professional service man, whether a rug cleaner or launderer, say to the consumer: "We can handle any of your rugs that can be taken to a plant, but your installed carpet is your baby and we'll rent you a machine to do it?"

No matter how simple a purveyor of do-it-yourself equipment may make it appear, moving the furniture, lamps and bric-a-brac and replacing them after cleaning the carpet is quite a chore and would not be attempted a second time by many a prospect. As a matter of fact, some professional rug cleaners who also offer do-it-yourself equipment of the drycleaning variety admit that the pro-

motional expense entailed in promoting this sideline and the lack of repeat customers have soured them on the entire proposition.

It is also apparent that, although the machines were designed primarily to clean installed carpet, some householders have been using them for loose rugs as well. This has caused a certain amount of difficulty because the rugs either slide around the floor or the edges are scuffed and frayed by the action of the brush. In addition, there is nothing to prevent the machine from being used by neighbors of the person who rents them over a week end, thereby causing a loss of potential revenue.

The extra income you expect to get may actually subtract from your hard-earned reputation. The offering of rental do-it-yourself equipment by a professional launderer is tantamount to an endorsement and the consumer can rightfully assume that it is the same method used by a professional. If she is satisfied, she may go out and buy a similar type of machine herself and it is evident that such machines are now coming onto the market in quantity. Where, then, is your repeat business?

If she is dissatisfied with the results, she may not again use your firm for any service. Or she may even sue you for recommending a method and furnishing material which she may claim ruined her carpet.

BIGGEST GROWTH POTENTIAL

One thing is certain . . . of all the branches of the textile maintenance industry, the rug cleaning segment offers the best prospects for growth and expansion. It has a greater percentage potential than laundry, drycleaning, diaper service, linen supply, etc. What's more, the profit return is substantially greater than in any of the other allied industries.

If the launderer really wants to develop a lucrative sideline service that can be operated as a "natural" with laundering, he should by all means consider exploiting the rug cleaning field. Preferably, he may feel his way around by first offering both plant cleaning and on-location cleaning and wholesale this work out to experts. Subsequently, he may consider it a worth-while investment to set up his own department and get into it with both feet. Many launderers around the country have done exactly this . . . and they haven't regretted it. □□

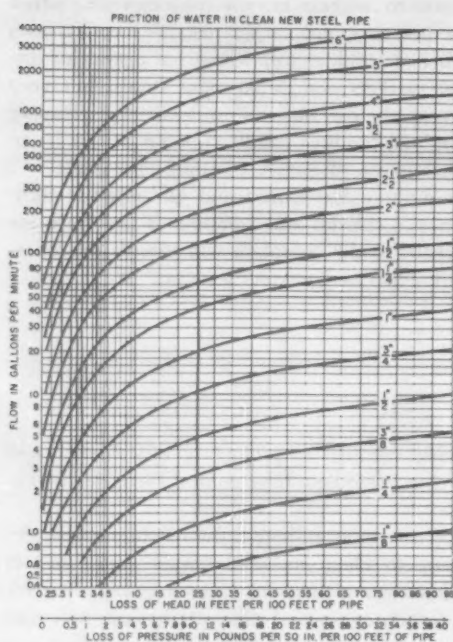


FIGURE 1

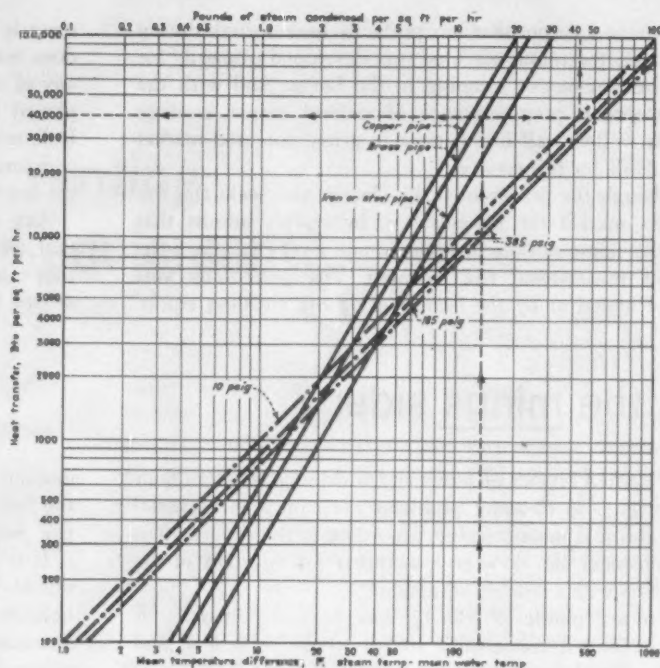


FIGURE 2

Adding a coin-op to your main plant?

Here are some points to consider in relation to water supply requirements

by JOSEPH C. McCABE

A PROFESSIONAL laundryman who decides to add a coin-operated laundry to his main plant operation hopes to make use of his present water and power facilities in some way. This may present problems in some cases.

The question that invariably arises is: How to get a good flow of hot water to the coin-op washer line without upsetting normal production operations?

Water Pressure

One of our readers recently experienced a pressure problem. He writes:

"We have a 2-inch line under 60-pound pressure serving a hot water heater, three open-end washers of 25-pound capacity and one of 50-pound capacity. Now we are going to add a string of 20 coin-operated washers some 50 feet from the hot water heat-

er. Everything seems all right except for pressure problems. How can we overcome this?"

Right off the bat you will see a number of reasons why this reader has this problem. A 2-inch line under 60-pound pressure can only push so much water. If you'll look at Fig. 1 for a 2-inch line you'll see what we mean.

Suppose you are pulling out only 2 gallons a minute. The only pressure loss you would have would be about 1/4 pound or so. But actually, any valves, elbows or bends you put into the piping will reduce the available pressure far more than will the pipe friction itself. For example, a wide-open globe valve in a 2-inch line has the same resistance as 18 feet of straight pipe. We mention this to point out that you will never get the 200 or so gallons indicated in the chart through a 2-inch line.

The problem the reader faces on pressure to the existing open-end washers and to the string of 20 coin washers is this: Every time one of this battery of washers opens up and calls for water the average pressure in the line drops from 60 pounds to something far less. The more washers he has running at the same time, the lower his average operating pressure is. So that

at the end of the 50-foot line the 8-pound capacity washers get very little if any water.

Now let's consider quality for a moment before attempting to offer a solution. The usual coin-op washer operates on a timed cycle rather than a metered cycle. The difference is that the timed cycle calls for water to flow for about 10 minutes (35-40 gallons in all) at a pressure of about 40 pounds. Any drop in this pressure and the quantity of water going into the wash or the rinse will fall below the required amount. Obviously, the quality of the wash will suffer.

To get around this weakness, washing machines can be purchased to run on a metered cycle. In this design the water supply stays open until the meter establishes that a full quantity of water has been delivered. Time is made incidental. Yet, in the average coin-op, time is money and the quality of an individual wash is not of much moment to the operator.

Now how can you get around this problem of an absence of pressure?

THREE POSSIBLE ANSWERS

There are three ways we can think of:

- (1) Since the water supply is probably city water, the pressure is fixed. You could go to a booster pump. But its operation would be most erratic unless you went to the expense of adding a storage tank of considerable dimensions which could be kept under a higher pressure.
- (2) Increase the size of the piping all through the plant.
- (3) Install special timers set to close off whole sections of the water users. In effect, then, you would have an arrangement which would shut down your old plant while the coin-ops were running. Or perhaps you would shut off the coin-ops when you were working the main plant.

Actually, the split would not be as simple as this. The chances are you could handle some of the coin washers while you were operating the main plant. Just how many depends on remembering that you cannot go below 40 pounds on the coin-washer requirements.

Hot Water Needs

There is still another need besides sufficient water pressure and that is getting a hot enough water. For example, here is one inquiry we received:

"We would consider discontinuing the use of a steam engine in our operation but how could we economically heat the water for our laundry plant (about 5,000 pounds per day) and our coin laundry department? We do not have a meter on the steam line to tell how much steam is consumed by the engine. We believe our total plant use is about 100 boiler horsepower.

"Our plant is electrically operated and nearly all motors are AC. We do, however, use about 10 hp. DC off the generator. It has a 2-inch steam line and the engine is 10 by 10. The engine exhausts into an open heater and the water is circulated through the heater into a storage tank for hot water."

We would suggest scrapping the steam engine and installing copper or brass coils in the existing heater, placing a reducing valve in the boiler header, and drawing off the steam you need to heat the water in the storage tank.

On the basis of the above information we would have to guess as to the quantities of steam you would need. All your steam engine is supplying in the way of power is a total of 10 hp. which is very much below the capacity of a 10-by-10 steam engine. Ordinarily, the heating of water for washwheel use takes about two-thirds of the steam capacity of a boiler. So taking industry averages, it seems that your finishing equipment would need 1,200-1,500 pounds of steam per hour of the estimated 100 boiler horsepower you guessed. This figure of

1,200-1,500 pounds against a 3,450 total for the boiler horsepower seems very reasonable.

You have been dumping about 2,000 pounds per hour as exhaust steam. It is, however, at lower than boiler pressure since this steam has gone through the engine. Furthermore, unless you put in a reducing valve (and we'd suggest about a 10 p.s.i. as outlet pressure) your present storage heater would not be able to handle the steam if you dumped it directly. If you go to copper or brass coils, you can buy tubes to withstand the 10 p.s.i.g. pressure at a reasonable price.

If you will look at Fig. 2 you can see what a big job it is. Your city water comes in at about 40°-60°F. and you want hot water at 170°-180°F. Then the sum of these two (170+40) divided by 2 gives the mean temperature difference or in this case 105. The temperature of steam at 10 p.s.i.g. is 240°F. So there is a difference of 240°F. minus 105°F. or 135°F. to heat the water in the storage tank.

Beginning at the base of Fig. 2 and running up to brass pipe you can go left to see how much heat transfer takes place. Then by crossing right to the level of 10 p.s.i.g. and going up you will see how many pounds of steam you condense per square foot. It is about 40. So you would need about 50 square feet of heat coils to condense the 2,000 pounds of steam you are dumping.

This system should give you a better hot water supply than you are now enjoying. □□

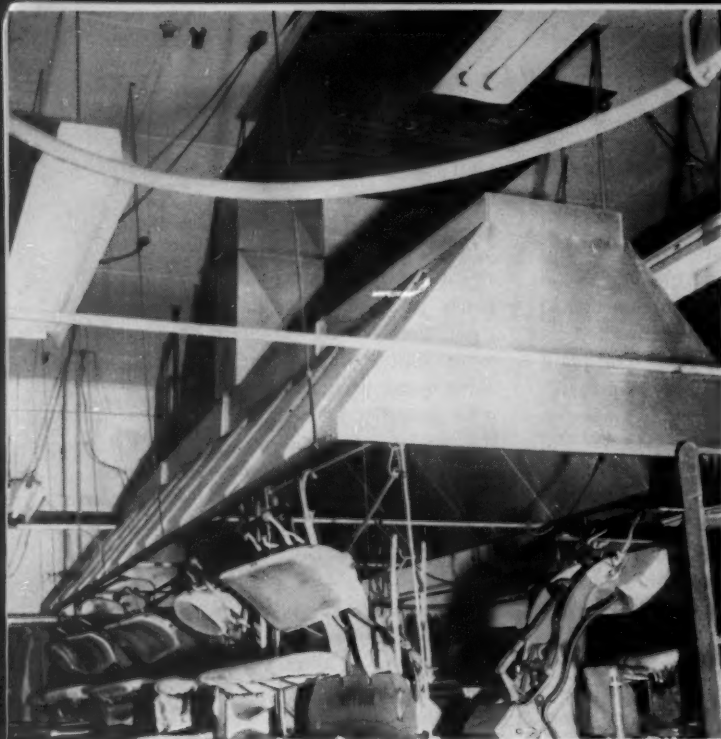
MAINTENANCE MEMOS

Gas Powered Vacuum For Faster Cleanup

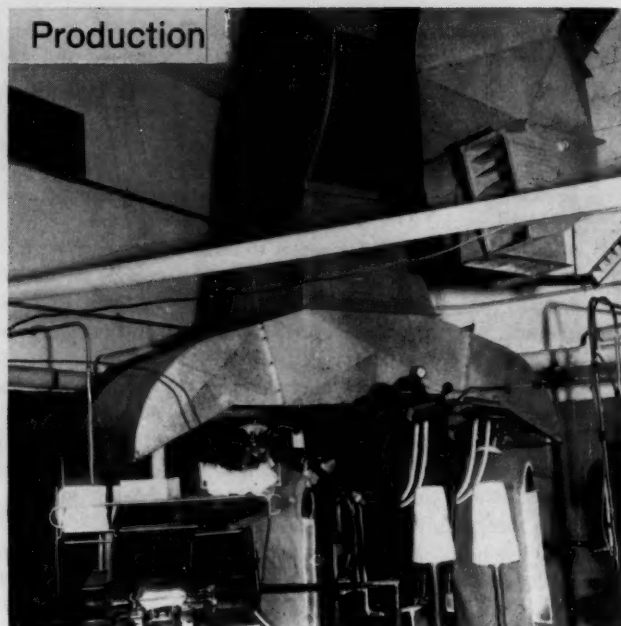
An unusual vacuum cleaner cuts plant cleaning time at Ripley's Desert Hand Laundry, Palm Springs, California, down to next to nothing.

The vacuum is powered with a 2½ horsepower gasoline engine of the type used on power lawn mowers. It eliminates the need for cumbersome extension cords and extra electrical outlets. One man now accomplishes in one hour the same work he had been doing with a pushbroom in five hours.

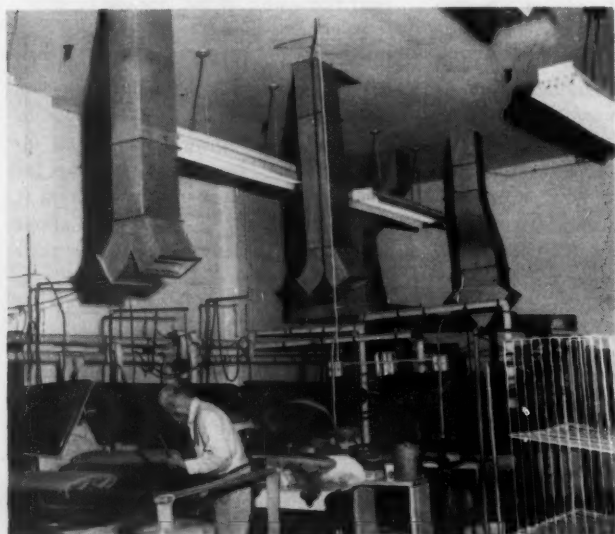




Drycleaning and finishing area is a lot cooler since the exhaust hood was put in over the line. Cool air is drawn in through one of the 56-inch ceiling fans shown at top



A more efficient exhaust canopy is set lower and encloses the shirt unit more completely. Plant doors and windows are kept wide open to keep air moving



Wearing apparel operators have individual spot-cooling air ducts which can be regulated independently as desired by adjusting louvers

Fresh air is drawn into the plant by four 56-inch intake fans pulling air through evaporative cooling towers each having a 400-square-foot surface



Plant cooling made easy

Just take the hot air out and replace with fresh air

by LOU BELLEW

IT'S NOT TOO EARLY to start thinking about how to beat the summer heat, especially if your plant is located in warmer climes.

You can do something about your plant "weather" if you make your plans now.

Out at Merced Laundry in Merced, California, the production department enjoys pleasant working conditions during the hottest summer months. Plantowners Walter and Gus Hondeville and Gene Mitchell have long believed the only way to combat heat is to get rid of it and replace it with a larger volume of fresh air.

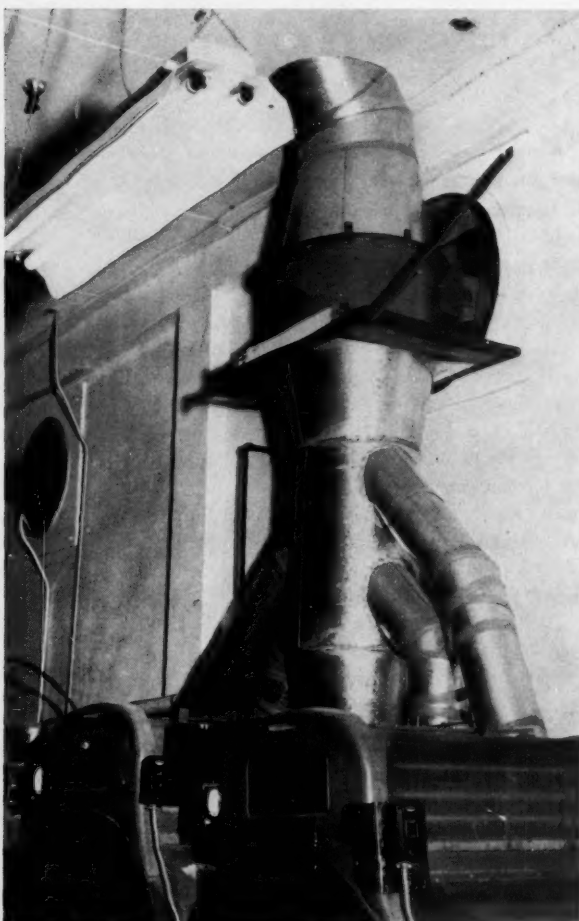
While you'll see many plants using hoods on their flat-work ironers, this is one of the few plants in which you will find heat-collecting canopies over most of the major work centers. These remove the hot air while four giant fans pull fresh air in through rooftop evaporative cooling units.

The Merced plant is divided into two separate rooms covering a total area of 100 by 125 feet. Each of the long rooms has two large fans pouring air in as well as several smaller ducts for cooling hot spots in the plant.

Results so far have certainly justified the cost of installation, say the owners. There is less turnover and greater production now during the summer months. □□



Shirt unit in corner was a hot spot until management improved circulation by installing canopy and fresh-air register over the work station



A booster fan installed in tumbler stack speeds drying and eliminates back pressure blowing hot air into operator's face on opening tumbler doors

Government study cites advantages of air conditioning

The Public Buildings Service of the U. S. General Services Administration gave air conditioning its nod of approval in a recently published study entitled "Influence of Air Conditioning on Work Production."

The Government agency states: "We know that a seven-minute saving in time per employee per day will more than pay for the expense of an air-conditioning system. In other words, if work production increases only 1.5 percent per year, the system will pay for itself through salary savings."

"The work output of employees in an air-conditioned space is greater, on the average, by more than 9 percent than that of employees in similar space which is not air-conditioned."

Air conditioning also has an important bearing on absenteeism. Says the report:

"Accurate records were kept of all sick leave taken and its causes. All absences positively not associated with air conditioning (fractured bones, operations . . . etc.) were disregarded. In the non-air conditioned space, the absenteeism was 2.5 percent higher than in the air-conditioned space."

Other benefits of air conditioning cited:

"A slight decrease in errors (0.9 percent); a measurable decrease in employees' living expenses (savings on cleaning, hairdos, make-up, etc.), and better morale."

The concluding section of the report reads in part: "It is safe to assume that in any other type of office work, where the rate of production is not standardized, or where no minimum requirement must be met consistently, the increase in productivity will be more than enough to pay for air conditioning through saving in employee salaries."

Break-through near in reducing diaper rejects

Preliminary research indicates the diaper service industry may be able to take a giant step in curbing one of its major production problems—diaper rejects due to staining.

According to *Research Report #138* produced by Dr. Pauline Beery Mack and her associates for members of the Diaper Service Institute of America, "The research, although not nearly completed, shows concrete signs of a break-through."

By concentrating on one of the commonest and most stubborn stains—the encrusted type of fecal stain—Dr. Mack and others working on the Diaper Service Fellowship at (Denton) Texas Woman's University, were able to reclaim a total of 59 percent of some 1,000-odd stained diapers. The process involves a scour and mild bleaching treatment as part of the regular washing formula. It is not a separate reclamation formula for rejects.

"Our goal," says the report, "is to attempt to find some reorganization of the formula, with the least alteration from the currently used formulas as possible, which will vastly reduce rejects, and which will have no major adverse side effects, such as reduction of fabric strength."

If successful, the research could have a marked effect on reducing the number of rejects, which currently ranges between 5 and 10 percent throughout the industry.

Production—Continued

Work simplification for LM's

More than 40 members of the Metropolitan Institutional Laundry Managers Association attended the monthly meeting at the Sheraton Atlantic, New York City, February 17.

Guest speaker was Raymond S. Alexander, administrative assistant, Beth Israel Hospital, New York City. He started off by establishing some basic tenets on the subject of work simplification and methods of improvement:

ALEXANDER'S PRINCIPLES

- ▶ **there is always a better way to do something**
- ▶ **people should constantly consider new ideas and question old methods**
- ▶ **there is always more than one answer to a problem**
- ▶ **any analysis of a process or problem—if done in an organized fashion—will almost always have some beneficial effect**

Defining work simplification, Mr. Alexander said it is the organized application of common sense to find an easier and better way of doing work. He outlined five basic steps that should be used in all work-simplification methods:

1. **Select the job to be improved**

2. **Record the details of this job**

3. **Analyze these details and employ a questioning attitude**

4. **Develop recommendations**

5. **Sell the recommendation to management and get them implemented**

Work simplification can be applied to practically any department of a hospital. For example, Mr. Alexander cited a technique developed from a study made of towel folding in the operating room at Beth Israel Hospital. For some reason the operating room towels were not folded neatly enough. This meant that operating room personnel spent almost two hours a day opening towels and refolding them to their own standards.

A motion study of the laundry revealed that the operators on the flatwork ironers could not possibly make a neat fold and keep up with the machine. However, there was enough time to make the first fold, and then operating room personnel could finish up the folding without having to undo the towel, smooth out the folds, etc.

President of MILAM, Rubin Braun, Beth Israel Hospital, conducted the business meeting that followed. □□

Statistical production control theme of MALE meeting

Keeping records is a phase of scientific management which is just as applicable in the laundry as it is in any other industry since production must be measured in terms of per operator hour.

So said accountant Kenneth Weiser of M. R. Weiser and Company in prelude to his talk given at the December meeting of the Metropolitan Area Laundry Executives at Cavanagh's Restaurant in New York City.

"While production records are not new," he observed, "few plants follow up on a consistent daily basis. This is especially important information for management not working on the plant floor to have."

The records need not be detailed, explained Mr. Weiser. But you should know how many pounds or pieces are produced daily in every department and the number of hours worked. (Dividing production by the time will give POH.) With this information it isn't too difficult to set up standards for every department.

A rigid statistical production control has these advantages,

said Mr. Weiser:

1. It encourages consistency in meeting production standards.
2. It enables management to set up, quite simply, a productive payroll goal it wants to reach. For example, if you get 20 cents a pound and your average hourly pay rate is one dollar, each worker must produce \$4 worth of work every hour in order to maintain a 25 percent productive payroll—which is not an unrealistic figure.
3. It helps in planning daily work requirements in advance. If you know when each department is supposed to finish up, it's the best control you can have.

In closing, Mr. Weiser stressed the importance of maintaining standards even if they were not met. "By lowering or excluding any items such as 'breakdown time,' you will defeat the purpose of the plan."

Pitted surgical instruments laid to washing formula

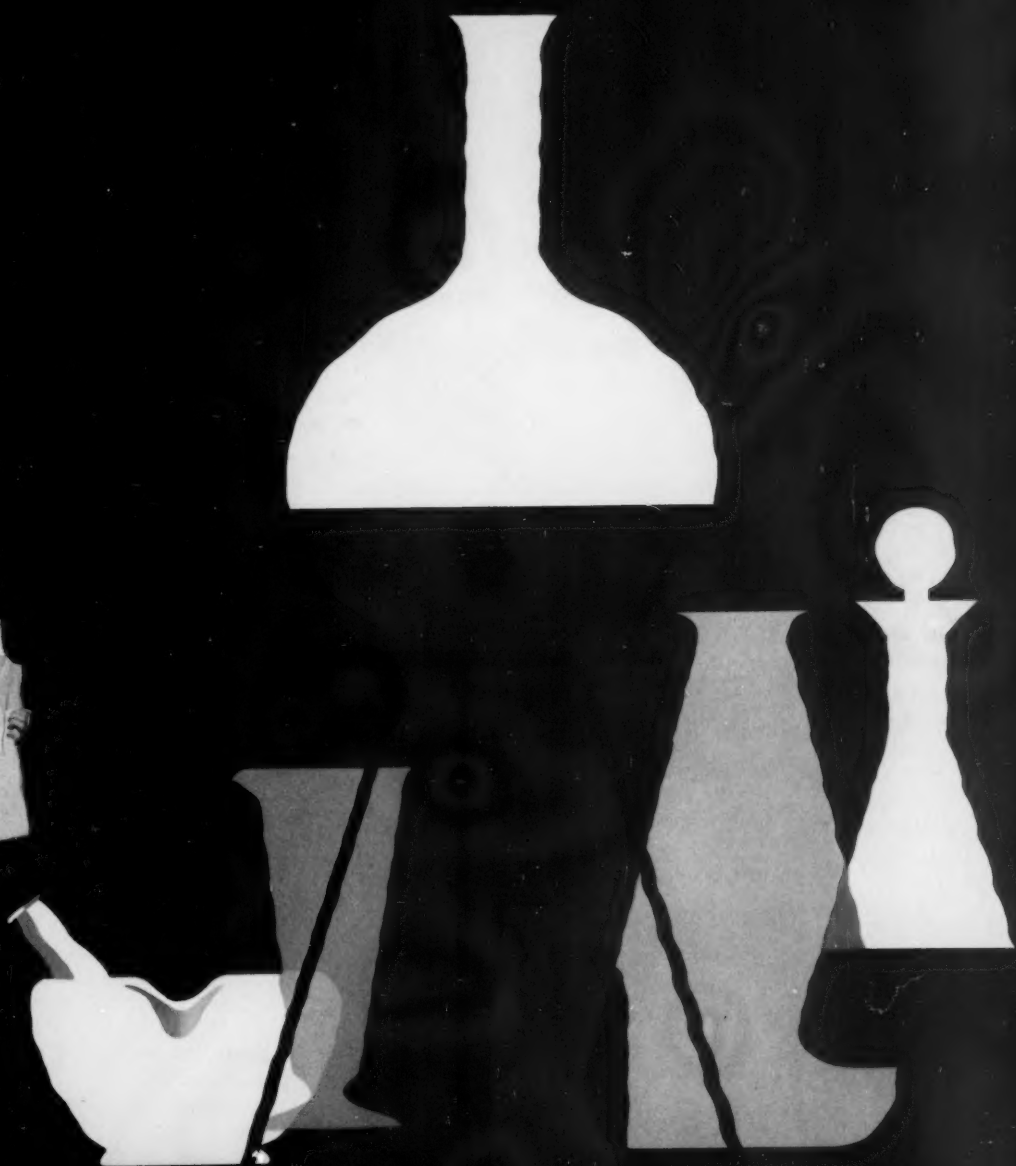
A Washington hospital recently complained that contamination of steam used in autoclaves was spotting stainless-steel surgical instruments plated with chromium and nickel.

Subsequent examination by a consulting engineering firm revealed the spots were not just stains but clusters of tiny pits. Corrosion of stainless steel pointed to chloride. None was found in condensed steam samples, however,

and only negligible amounts were present in the water and detergent used for washing.

Further investigation revealed the autoclave cloths to be the source of the problem. Condensing steam in the autoclaves extracted enough chloride from the cloth to produce the damage. The chloride was picked up from a compound used in the last rinse of the laundering formula. When the compound was omitted, the pitting stopped.

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PACE
WITH
SCIENCE...



THE SINGLE PRODUCT WITH THE TRIPLE ACTION!



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Ready to use right from the drum it comes in—and ready to give you the fresher, brighter results that guarantee customer satisfaction. H-K Dry Bleach and Detergent makes short work of those stubborn stains... keeps white work really white...and its special soap-stripping action clarifies the linen and assists the rinsing process to assure fresh, clean, sweet-smelling work at all times! Now you can eliminate bleach tanks, carboys, jars—save valuable storage space. Just add H-K dry—it's easy to measure out, does away with sloppy buckets. And H-K's 3-way action is completely safe to fabrics, actually extends their life. Write today for full information and a free trial offer of triple-acting H-K Dry Bleach and Detergent!



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H-K DRY BLEACH AND DETERGENT...The single product with the triple action: removes stains...whitens...aids rinsing! Special soap-stripping action clarifies linen—assures fresh, clean, sweet-smelling work. Use right from the drum!

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S. R. F....For the fastest, most economical washes you've ever seen. Saves fuel...water...time...and increases the capacity of your equipment! A super rinsing-aid!

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INEX...The miracle rinsing aid! Inex brings you "whiter" white work than ever before possible—and does it with a big reduction in time, labor, fuel and equipment. Saves on water...taxes. Brings wash a truly "new" degree of whiteness!

LIMESOLV...Add it dry to the wheel—just as it comes from the drum—and it almost immediately disperses and checks limesoap deposits on linens!

BLUFIXE...Removes stains—and its even distribution of blue assures you gleaming whiteness, does away with gray deposits, avoids soap specks. Sterilizes—gives you whiter washes!

COLORFIXE...Checks color bleeding, prevents contact stains, imparts a soft finish—and deodorizes. For truly superior color work! Use on all classifications—white or colored. The universal sour!

ACROTEX...The new and long-wearing anti-static cover cloth that's perfect for your flatwork ironers. Requires fewer changes...means better finishing and more savings for you!

THERMOTEX...The miracle cover cloth that averages twice the length of service of rival cover cloths! Speeds up production, improves finish. Wears like iron!

DIASAN...Gives linens an enduring antiseptic finish that helps combat the spread of germs from linen surfaces. Destroys Staphylococcus Aureus on contact!

LEVELON...The blue that takes evenly on all classes of work—never shows up albumen stains. Hard fabrics and soft fabrics—all come out the same uniform shade. Saves its cost in water alone!



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in your "unattended" coin-op store...



5 built-in sentinals
guard round-the-clock operation
of cissell coin-meter dryers

No other type of service is more thoroughly committed to the "hands" of mechanical equipment than your coin-op laundry. For the protection of your customers and the safety of your business, it pays to use only Cissell Coin-Meter Dryers—the dryers with Hi-Lo temperature control plus five automatic safety sentinals:

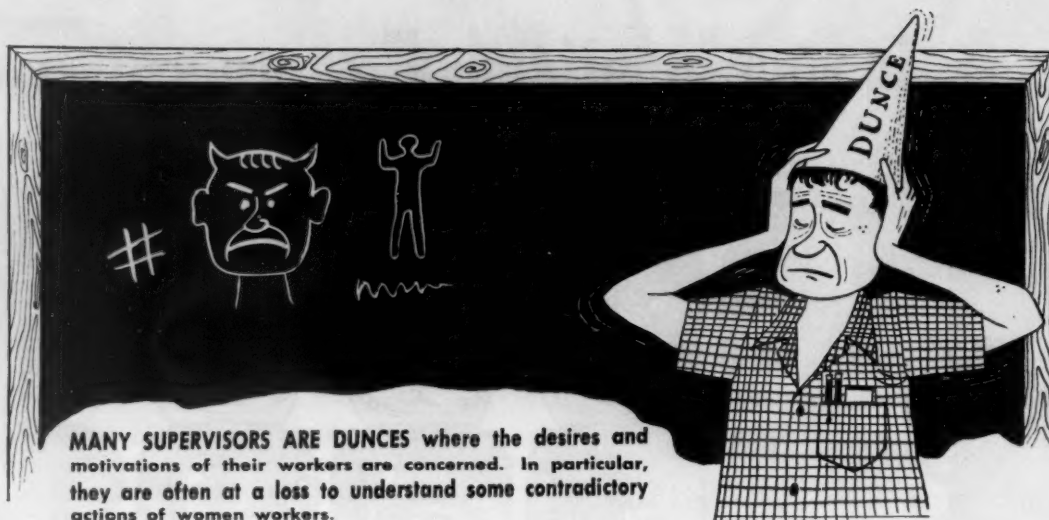
- 1** Overload protection for each motor.
- 2** Over-heat protection for gas heating unit.
- 3** Air flow protection against obstruction of lint drawer or exhaust duct.
- 4** Fully automatic overcurrent protection . . . unaffected by temperature, requiring no fuses.
- 5** Automatic back-draft damper that prevents chilling in cold weather, air re-circulation between dryers, and customer discomfort from hot air blasts through dryer door.

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Consult Your Jobber



How to supervise women

- ▶ Do you have more trouble with women workers than you do with men? If so, it may be because you try to treat men and women alike
- ▶ Most women workers don't expect special treatment, but they do want to be treated with respect and consideration

by WILMER C. WESTBROOK

Reprinted by permission from Textile World, February 1960





FEELINGS MUST ALSO BE CONSIDERED when instructions are given or disciplinary action is taken. Women are sensitive and must be handled with tact and diplomacy.



GROUPS AND CLIQUES are always formed among women workers. When one member of a group has a grievance, it is usually taken up by all members of the group.



EACH GROUP HAS A LEADER, usually an older woman that the others like and respect. The smart supervisor learns who the leaders are and enlists their aid.



PROBLEMS OFTEN ARISE that young women, especially unmarried ones, do not care to discuss with a man. In such situations an older, more-mature woman can act as a go-between.



THE AID OF THE OLDER WOMAN or group leader can also be enlisted to help explain some phases of company policy or rules that are misinterpreted by women workers.



SUPERVISORS WHO RECOGNIZE THE NEEDS and desires of women employees will find that common sense, tact, and fairness are the prime requirements for managing them.

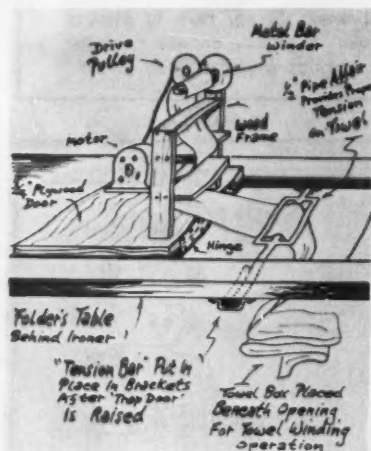
bellevue PRINTS

EXCELSIOR Laundry & Cleaners in Albuquerque, New Mexico, has always been a good source of material. In fact, over a dozen years ago S. Y. Jackson very patiently helped me compile one of my very first feature stories for this magazine. It had to do with his 20-bundle lot system which he had developed for his family volume, and at that time it meant a real scoop for me.

My most recent visit was this past January. S. Y. was out of commission with the flu, but his sons Tony and Ray were keeping the plant humming like a well-tuned engine. In fact, I came away with enough gadgets for several issues.

ROLLER-TOWEL WINDING

Tony Jackson, who is in charge of production at Excelsior Laundry & Cleaners, showed me how he saves considerable time in winding roller towels. This amounts to a comparatively small percentage of the total plant production, but on those occasions when towels needed to be wound it took half an hour to move the home-made towel-winder into position and get it set up. (There isn't enough of this work to justify buying a manufactured winder.)

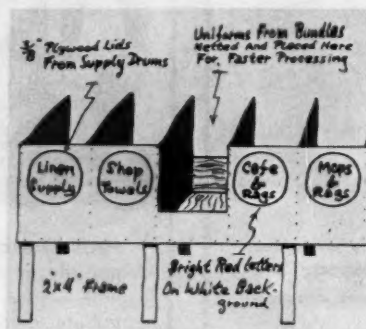


They mounted the towel-winder on a 3/4-inch piece of plywood, cut a hole the same size in the folder's table behind the flatwork ironer, and with a heavy-duty hinge made what they refer to as a trapdoor. With the trapdoor closed, the table is clear for folding, and the winder is out of the way on

the underside. When it's time to roll towels the door is opened and there is the towel-winder. A "belt buckle" affair of half-inch pipe is put in position across the opening to provide the needed tension on the towels as they come from the towel box beneath the opening in the table top.

CLASSIFICATION BINS

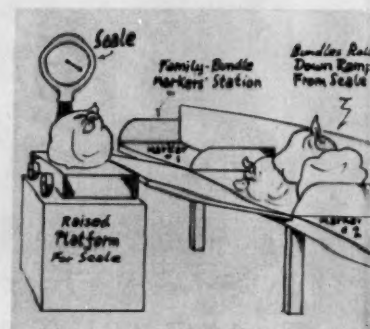
The men on the commercial routes at Excelsior Laundry sort their bundles according to type of work as they bring it into the plant. A row of raised bins at the sorter's station is located near the back entrance of the plant. Each bin sports a neat sign on the front to show the classification. These signs are plywood lids off supply drums. They are painted white, with bright red letters, and add considerably to the over-all neatness of the big plant.



Uniform rental service is handled on a bundle basis. To speed this service the sorter nets uniforms from the bundles and places them in the one bin that has no front. The washman is thus able to pick them up as soon as a load accumulates. This means faster washing and finishing on this service.

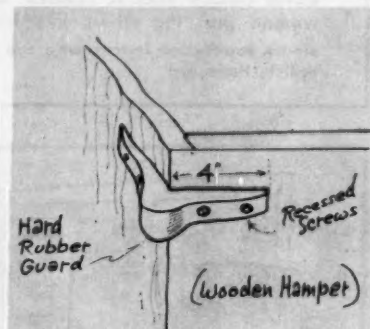
SHIRTS SORTED TO BINS

Tony Jackson also showed me how a great deal of work is saved by having the shirt crew folders sort directly into bins at the units. Since partial bundles are wrapped out at Excelsior, it has saved a lot of extra handling. Once the lot has been sorted to the bins at the shirt unit, it is only necessary for the checker to recheck them at this point and send them on for wrapping.



At first it was thought that with deep enough bins it would be well to sort two of the 20-bundle lots to each roll-away rack, by simply turning the rack around when the first side was filled with a lot. Turning the rack around was simple since it was equipped with swivel casters, but it meant interrupting the workflow of the unit.

Finally someone suggested a simple solution. "Why not, at the end of each lot, simply have the folder push the shirts to the rear of the deep bins? Then the next lot could be sorted into the empty front half of the bins. By the time this lot is sorted the preceding lot would have been removed by the checkers and the whole process could be repeated all day long." And that's the way it has worked out since.



RUBBER-GUARDED CORNERS

A good idea from the laundry at St. Joseph Hospital is the use of hard-rubber guards on the corners of all wooden hampers and trucks. This keeps down the wear and tear on the moving equipment; it also eliminates most of the scratches and dents on the painted housings of plant equipment. These rubber guards are commercially made and fit any 90 degree corner. They are held in place by four recessed screws.

Luxurious Softness . . . Lasting Freshness with

Magic Rinse



Here's quality that really shows . . . Magic Rinse softness, the sign of professional care. Yours for just 2¢ per hundred pounds of wash. Simply add Magic Rinse to the last rinse and hardened fabrics become soft. You get 25% faster extracting and drying, wrinkle-free wash, faster ironing and pressing.

MAGIC RINSE Improves quality . . . your customers' things look better and feel better.

MAGIC RINSE Increases Plant Efficiency . . . speeds work flow from wheel through finishing.

Try MAGIC RINSE . . . you and your customers will be pleased.

Ask your jobber or mail this coupon for the full MAGIC RINSE story.

Jobber inquiries invited

Magic Rinse

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NYLON FIBER GETS NEW "TWIST"

Nylon makers seeking new uses for this synthetic fiber are relying increasingly on fiber with a "permanent wave." Lightweight but warm business suits, upholstery fabrics that hug complicated contours of fine furniture, and other products are being studied as possible outlets for growing production of nylon that is crimped or twisted.

This "texturing" alters the surface of the long, continuous strands of nylon, giving them new properties such as elasticity and bulk without adding weight. Since being introduced in the United States around 1950 in stretch socks, textured nylon yarn has spread through the apparel industry and into items as varied as carpets and typewriter ribbons.

PERMANENT-CREASE WOOL SIDELINE

Originally developed in Australia and adapted to American production methods by the Wool Bureau, the permanent creasing of wool fabrics is gaining increasing popularity among textile manufacturers and consumers. The biggest application so far has been in providing permanent creases in trousers, slacks, shorts and uniforms.

For the manufacturer the permanent creasing process for wool trousers is a simple one: spraying them with a dilute chemical that is odorless and safe to use. Then the trousers are pressed while damp and dried for a short period. It is claimed that the process can be duplicated in laundry drycleaning departments.

DISPOSABLE CLOTHING RESEARCH

The John B. Stetson Co. has announced it is beginning a research and development program to determine the feasibility of producing disposable clothing for industrial and institutional uses. The hat manufacturing firm, which in recent years has also been producing a line of shirts and neckwear, is using Dura-Weave, a product of Scott Paper Co., in its research.

WASHABLE SUEDE SHOES ON MARKET

A synthetic suede fabric for popular priced men's casual shoes that doesn't scuff and is completely washable is being marketed by the Iselin-Jefferson Co., Inc., sales subsidiary of Dan River Mills. The nylon fabric, already being used by one big shoe maker for current spring models, may find its way into women's shoes for the fall. Rumors in shoe circles indicate "Islon" shoes have been run through an automatic washing machine without harm, although this isn't the recommended procedure for cleaning them.

NEW WATER REPELLENT IS DURABLE

A combination of pyridinium and fluorocarbon compounds developed by the Army Quartermaster Research and Engineering Center, Natick, Mass., is said to produce top-flight water repellency that is highly resistant to laundering. Tests indicate the new process retains effectiveness after launderings to a far greater extent than either compound alone. The compound is compatible with resins, flame-resistant finishes and other materials.

fibers AND fabrics

WOOL SHRINKAGE CHECKED?

Wool's tendency to shrink and felt when laundered may be overcome. Dr. Harold P. Lundgren, chief of the Wool and Mohair Laboratory at the U. S. Department of Agriculture's Western Regional Laboratory at Albany, Calif., reports that epoxy resins show great promise in controlling wool shrinkage.

NEW FILTER FABRIC ANNOUNCED

A new line of monofilament and multifilament propylene filter fabrics has been announced by Technical Fabricators, Inc., Nutley, N. J. The firm says the fiber, because of its inherent slickness, has a "built-in cleanliness," and no cake release problems. It is said to cut cleaning time and permit multiproduct use without changing cloths. Fabrics can be used at temperatures up to 275° F., it is claimed, for most acids, alkalis and solvents.

PLASTIC CLOTHING IS A POSSIBILITY

Polypropylene, a rugged new lightweight plastic edging into a wide range of markets long dominated by glass, wood, metals, and other plastics, may one day be a factor in clothing manufacture. The new material is said to shrug off water, grease, oil and common acids, can be made either stiff or resilient, is almost unbreakable, and can withstand temperatures of up to 280° F., above the melting point of many plastics.

A small start in finer clothing fabrics has been made since Reeves Brothers, Inc., announced last year its limited commercial production of a polypropylene fiber. Industrial Rayon Corp. recently announced plans for output of polypropylene staple fiber, as well as continuous filament yarns.

STATIC-FREE ORLON DEVELOPED

The Du Pont company is making an Orlon acrylic (wool-like) fiber which it says "substantially eliminates" static in Orlon fabrics. The company has named it Type 39 Orlon.

In the past consumers have complained that some synthetic fibers developed static which attracted dust, and the garments had a tendency to cling to the wearer.

Du Pont's development is said to be different because the static control is "engineered into the fiber and is an integral part of it." The other methods of static control are fiber blending and the use of antistatic agents.

Merchandiser
Delivery Body



Profitable Delivery Route Service **In Boyertown "Better Built" Truck Bodies**



Retail Step In Delivery Body

Efficient delivery service for Laundries and Drycleaners is assured in Boyertown "better built" delivery bodies.

They are functionally designed for the most efficient handling of the payload with safety, comfort and convenience by the energetic Driver-salesman.

Boyertown truck bodies are "better built" of all high strength steel providing more strength, having less weight and greater resistance to corrosion. This means top value delivery equipment for value conscious buyers.

Engineered body sectionalized construction makes possible money saving service and repairs that can be done by the cost conscious maintenance man.

Whether you buy or lease your trucks, contact your Boyertown sales engineer or your truck dealer for the Laundry-Drycleaning delivery truck body that will serve your needs best!



Write for full descriptive
"Better Built" Truck Body
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New Jerseyites chart the way to more profitable operations

THE THEME of the 41st annual convention of the New Jersey Laundry and Cleaning Institute was "The Scintillating Sixties: A Challenge to Management."

More than 190 turned out for the one-day program at the Essex House in Newark, February 6, to find out how to answer the challenge.

The answer is quality. Jack Ireland, Caled Products Co., said it takes more than volume to increase business. "Too many plantowners worry about their competitors instead of concentrating on doing the work right as it should be done."

Mrs. Peggy Dwyier and Vian Silliman, president and executive director, respectively, of the Bureau of Laundry and Dry Cleaning Standards, gave a visual demonstration to prove our quality is not up to par and that it can be improved. They compared two specially prepared laundry and cleaning bundles as they came from a Bureau-member plant and a nonmember plant *on the platform*. Long before the audit was completed, the audience knew which plant did which.

The answer is diversification. Judson Randlett, National Institute of Drycleaning, told how the Institute increased its volume by going into sideline activities. "We started to concentrate on household finishing. In the winter we go after motel, restaurant and school work. . . . We have gotten into flameproofing. . . . We also chase fire trucks for salvage business. We do draperies, rugs and lampshades. It all

started," he said, "when we found out we were turning away almost as much work as we took in."

The answer is efficiency. James W. Zeising, H. Kohnstamm & Company, Inc., said the most important hidden cost is customer turnover. "It costs between \$15 and \$20 to get a new customer. So find out what the problem is and correct it as soon as possible." Another area where efficiency can be improved is in cutting down on "go-backs."

The answer is planning. Harry Cooper, The Prosperity Company, said you can plan for the future by looking at the past. Plot your population growth to date, wages, work hours and as many other factors as you can think of. Then extend the lines into the future. This will give you a pretty good idea of what to expect for the next 10 years or so. Then buy the most efficient equipment you can get that will fit these future needs. The trends today are (1) conversion from trucking to retail, (2) faster service, and (3) one-stop shop.

Profits, he said, should be based on money invested. One man can own his building, property and equipment and make 18.5 percent profit on a \$100,000 equity. Another can lease land, property and machinery; open 12 plants for the same amount, and get over 230 percent return on his investment.

The answer is new markets. George Isaacson, American Institute of Laundering, pointed out three bright areas



Highlight of New Jersey show included quality audit of finished laundry and cleaning produced by two state plants. AIL Director Arthur E. Gelnav, center, assists Mr. and Mrs. Vian Silliman of Bureau of Standards staff

for future laundry sales potential: (1) the teen-age market, (2) among working housewives, and (3) among the widowed and retired.

The answer is the "female image." Another highlight of the convention featured a panel of professional women who gave their views on the validity of the industry's efforts to promote the "female image." Their presentations are reported elsewhere in this issue.

* * *

More than 300 persons registered for the sixth annual Distinguished Salesman Award Banquet which climaxed the all-day session.

Hal Marx is president and Harold Buckelew executive secretary of the New Jersey Laundry & Cleaning Institute.—Henry Mozdzer

Future prospects studied by Minnesotans

A PANEL of Minnesota plantowners took a long look at the market prospects for the industry's future and came up with these conclusions:

COIN-OP DRYCLEANING

The biggest factors affecting the acceptance of this new development are maintenance and type of garments to be processed. That is, it will work only if the machines and solvent can be kept in good condition. And if there is some control (classification) as to the types of clothing that are

processed together. Finishing may not be a problem if wash-and-wear trend continues.

SHIRT VOLUME

The panelists agreed that future volume depends on developments in the field of resin finishes during the next few years.

NEW SERVICES

The promotion of household items as well as other services was considered as a means of maintaining volume increases during the Sixties.

The most novel suggestion: Make floor polishers available for rental.

The panelists included: Mack Wolf, Star Launderers, St. Paul; Todd Rauhen, Despatch Laundry, Minneapolis; Raymond Soleim, Zephyr Cleaners, Detroit Lakes; and Les Meyers, Meyers Cleaners, Glencoe. Roger Fousard, Model Laundry, St. Paul, was panel moderator.

This was just one of the features of the Minnesota Institute of Laundry and Cleaning convention held in St. Paul last month.—Harry Yeates

The Standard 300 and 300V Multi-Changers



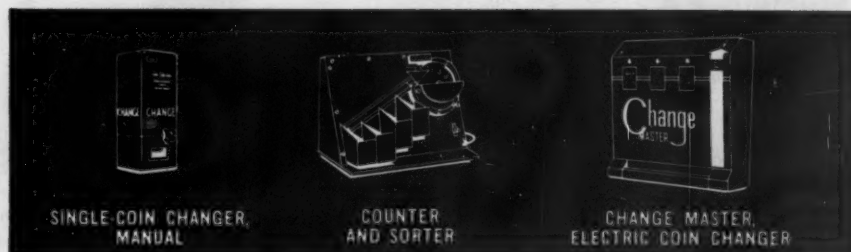
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(300 with vault)

World's largest manufacturer of separate 5¢, 10¢, 25¢ and 50¢ coin changers. District offices in 18 cities throughout the United States and Canada.

Also inquire about these other STANDARD CHANGE-MAKER products



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CHANGE MASTER,
ELECTRIC COIN CHANGER

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Now you can equip your coin-op with a 3-in-1 version of the same dependable, manually operated STANDARD CHANGE-MAKER used in over 15,000 automatic laundries. The STANDARD MULTI-CHANGER, with vault (Series 300V) or without vault (Series 300), can be set up in any of 364 different coin combinations to match your need exactly. Will change any 3 coins—50¢, 25¢, 10¢, 5¢ or even two 5¢. Extra heavy duty steel cabinet with double locking mechanism. Model 300V is 26½ x 27¾ x 7½ inches. Easy to secure to wall or stand. Changer, and money content, can be insured under policy written in *your own name*. Send for full information!

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still NUMBER ONE among Coin Store Operators (for 3 big reasons)

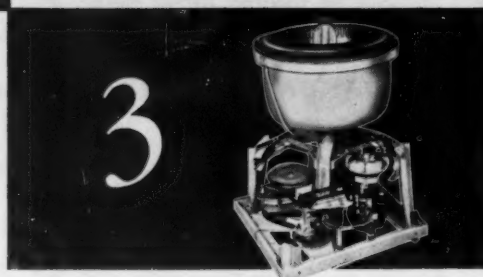
Speed Queen's sensational rise to top position in the coin-operated laundry field is due to *leadership in the 3 basic ingredients that produce profit*. Here they are:



A Faster, Shorter Cycle . . . that *attracts* more customers . . . and handles at least 50% more business with the same investment.



Cleanest, Whitest Wash Offered Anywhere . . . produced by Speed Queen's famous bowl-shaped tub and agitator principle with popular top loading. Speed Queen's superior washing quality *holds* customers . . . keeps 'em talking favorably. (Safety lid lock has been added as a new feature.)



Most Trouble-Free Machine . . . in the entire industry. Which means lowest maintenance cost. When servicing IS necessary, easy accessibility of all major mechanical assemblies saves time and labor.

There it is . . . the 3 basic requirements that assure big coin-laundry profits wrapped in *one* commercial automatic washer . . . **SPEED QUEEN**. Why settle for less?

For complete details: Fill out and address this coupon to

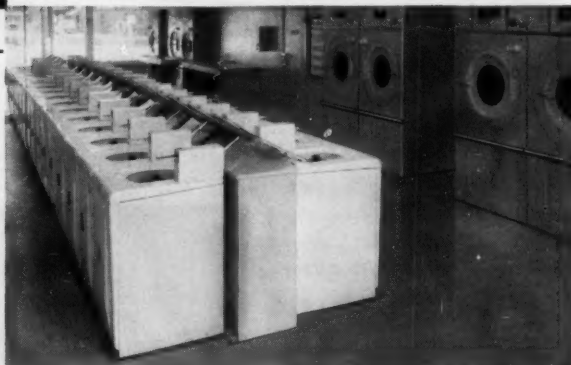


Commercial Dept. J
SPEED QUEEN
A Division of McGraw-Edison
Company, Ripon, Wisconsin

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ADDRESS _____

CITY _____ ZONE _____ STATE _____



How To Sell More Drycleaning

LAUNDRY SALESMEN traditionally have poor sales records when it comes to drycleaning. There are exceptions, of course, but you must agree this is generally the case. There are good reasons for this. But the problem can be overcome if it is clearly understood.

RECOGNIZE YOUR MARKETS

First of all, it must be recognized that laundry markets and drycleaning markets are not exactly identical. The income brackets of Americans can be divided into four quarters. Numerous marketing studies by several organizations have proved that the top two quarters of income groups buy 75 percent of all the drycleaning services used in this country.

At the same time, studies show that the great bulk of laundry services is purchased by the second and third quarter income classes. In other words, a substantial part of your revenue comes from just above the lowest class where both the husband and wife work and don't have time to take care of their own laundry problems.

We miss many of these second and third quarter people because they are away during the day and cannot avail themselves of route service for drycleaning.

Another factor is that these families generally do not have enough garments in their wardrobe to be able to wait a week for service. Their drycleanables go to a convenient cash-and-carry store.

On the other side of the coin, those in the very top quarter income group have large inventories of garments that need drycleaning. But they also have elaborate home laundering equipment and hire people to do this work in their homes. Professional laundries don't interest them.

In addition, the recent AIL motivation research report tells us that homemakers have an antipathy towards the professional laundry. Your plant has a "male image" in their minds. They feel that the sweatshop, with its mass production techniques, is hard on garments. They further figure that their fine dresses and suits may even go through the same processing as laundering and will be wrecked for sure.

TOO MUCH TO SELL?

There is still another factor. The average route salesman makes his pickup and delivery at the home for the basic laundry bundle. He is afraid that if he tries to sell extra services, such as drycleaning, or even more laundering, he may kill the goose that lays the golden egg.

He thinks that if her billing runs too high, friend husband may advise the homemaker to do her own work to save money. Then our poor route salesman may lose everything, and a half a loaf is better than none, in his mind.

STRESS QUALITY SERVICE

Do these objections and problems make your task insurmountable? Not at all. While the housewife has certain fixed ideas about the laundry, she also has some pretty strong notions about the professional drycleaner.

In her mind's eye she wants to recognize the drycleaner as an expert, a craftsman. He is not associated with mass production. The cleaner must be her ally, giving her garments fine, careful *personal* attention. He is her friend, helping keep her properly groomed for her appearances before friends, relatives and the general public.

Therefore, your advertising must stress that this interest and attention are available from you. Quality workmanship must be highlighted, not only in your ads but by the route salesman. You will do well to go to a super-quality or premium service as a sideline to regular cleaning. Even though it may only represent a small part of your cleaning volume, no more than 10 percent, in effect it's institutional advertising. It molds the proper image in the customers' minds about your plant.

USE GARMENT BAGS

Another thing: if you don't already have them, equip your salespeople with garment bags with which to pick up garments. Mrs. Homemaker feels a great deal differently about her \$50 or \$100 suit than she does about that \$5 shirt of her husband's or a \$3 sheet.

The lower priced washable items go into a bag, and the same treatment should be given to drycleaning work. But it should be put in a separate bag, to allay the homemaker's suspicion that all the work is done together in one monstrous machine.

When soliciting for business in the highest income areas, the salesman should sell drycleaning only. Perhaps he should even identify your firm as "John Doe Cleaners and Launderers," putting the emphasis on drycleaning. (Some plants go so far as to put on trucks under a different name to sell drycleaning in such areas.)

To get the cleaning is his best bet to acquire a new customer. Later on he can endeavor to sell your laundry services. By the same token, the steady laundry customers in the second quarter income bracket can be cultivated into drycleaning accounts.

We mentioned earlier that the salesman drags his feet on this business. He must be made to realize that *someone* is getting that business; it might as well be he. For those working couples, he will have to rearrange his schedule to pick up early in the morning before the family leaves for work.

MAKE SERVICE CONVENIENT

Quicker service will help here, too, although we realize that in some locations plants are hamstrung with week-to-week service and are powerless to change this.

We know of one plant in Washington, D. C., that made a very careful analysis of its "quit" list. The major reason for losing customers was because the salesman didn't call at a convenient time. Closely linked with this reason was slow (one-week) delivery service.

The drycleaning volume is there to be had. It's just a question of gearing your operation to the customers' needs—and wants. Many family laundry plants have found this out and are doing it. And their increased drycleaning volume has been their salvation. □□

Provide maps to newcomers pinpointing plant locations

When the Raleigh Motel Association learned the North Carolina Association of Launderers and Cleaners planned to hold its annual convention in their city, it sent association secretary Fred Dodge a map.

The map showed the locations of all the motels in Raleigh that are RMA members.

Mr. Dodge modified the idea and passed it on to his members: Why not get out a map showing laundry and

cleaning plants with names and phone numbers and distribute them to newcomers in your town?

* * *

Across the country in Palm Springs, California, the Desert Laundry features a cartoon map on its box lids, showing the various locations of plants and call offices. The route salesmen are also provided with a rubber-stamp star that they use on the box to personalize the source of the business.

Bank theme stresses security in merchandising fur storage

The Imperial Laundry of St. Louis, Missouri, got a late start in the fur storage field (1957). But that didn't stop it from getting its share of the market. One good reason: It sought to distinguish itself from the competition.

Imperial's merchandising approach exudes "security." The new wing housing this sideline looks like a modern drive-in bank—plenty of glass with the vault in plain view. And it is identified as "The First National Fur Bank."

Furthermore, the "depositors" get bankbook-like receipts instead of the usual nondescript invoices. By presenting the book, the customer can draw out any part of a storage order any time he wants it up until 10 o'clock at night. (Plant store hours here are from 7:00 a.m. till midnight.)

As an added protection to depositors, the management also provides a password which must be given when withdrawals are made. This prevents unscrupulous persons from coming in to claim storage items with lost books.

Give overnight service on hard-to-spare winter clothes

Every winter people used to ask plantowner Bill Smith, Jr., Ripon (Wis.) Laundry, the same question:

"When is the best time to send my children's winter clothes? They have only one set and we hate to keep them home while it's being cleaned."

Having two children, he knew how they felt. He also observed that most people have just one winter coat. But he didn't have a ready answer. Then it occurred to him—

Since he watched the office on Friday nights and had steam up Saturday mornings—why not offer an overnight service?

This was the beginning of Ripon's new service for hard-to-spare winter

clothes. Snow suits, jackets, men's and ladies' overcoats turned in by 6:00 p.m. Friday night are ready the next morning by 9 o'clock.

The new service was offered between October and May. And Ripon did about \$950 worth of winter clothes on Friday nights.

In addition to this, drycleaning sales went up approximately 10 percent over the corresponding period of the previous year.

"While our regular customers just brought in winter clothes," explains Mr. Smith, "the newcomers attracted by our overnight service brought in other things they were in no hurry for."

THE button trap

NOT CRICKET: The *British Laundry Record and Journal* announces "Arrangements have been completed for the annual knockout tournament for the Laundry Industry Sports Club squash rackets trophy."

MISTAKEN IDENTITY: A city official in Milwaukee, Wis., recommended payment of \$42.58 to a local housewife last month because a city garbageman mistook a basket of her dirty laundry for garbage.

TRAFFIC STOPPERS: A sign over a drycleaning establishment specializing in gloves: "Let Us Clean Your Dirty Kids." And in New York City a plant made a pun on county names by saying "Our Service Is Recommended by Kings, Queens—and The Bronx."

BUTTONED LIP: Last month a man in Vienna appealed a 10-month sentence for stealing a shirt on grounds that his confession was forced by police. The judge tacked on an extra year for slandering the police department.

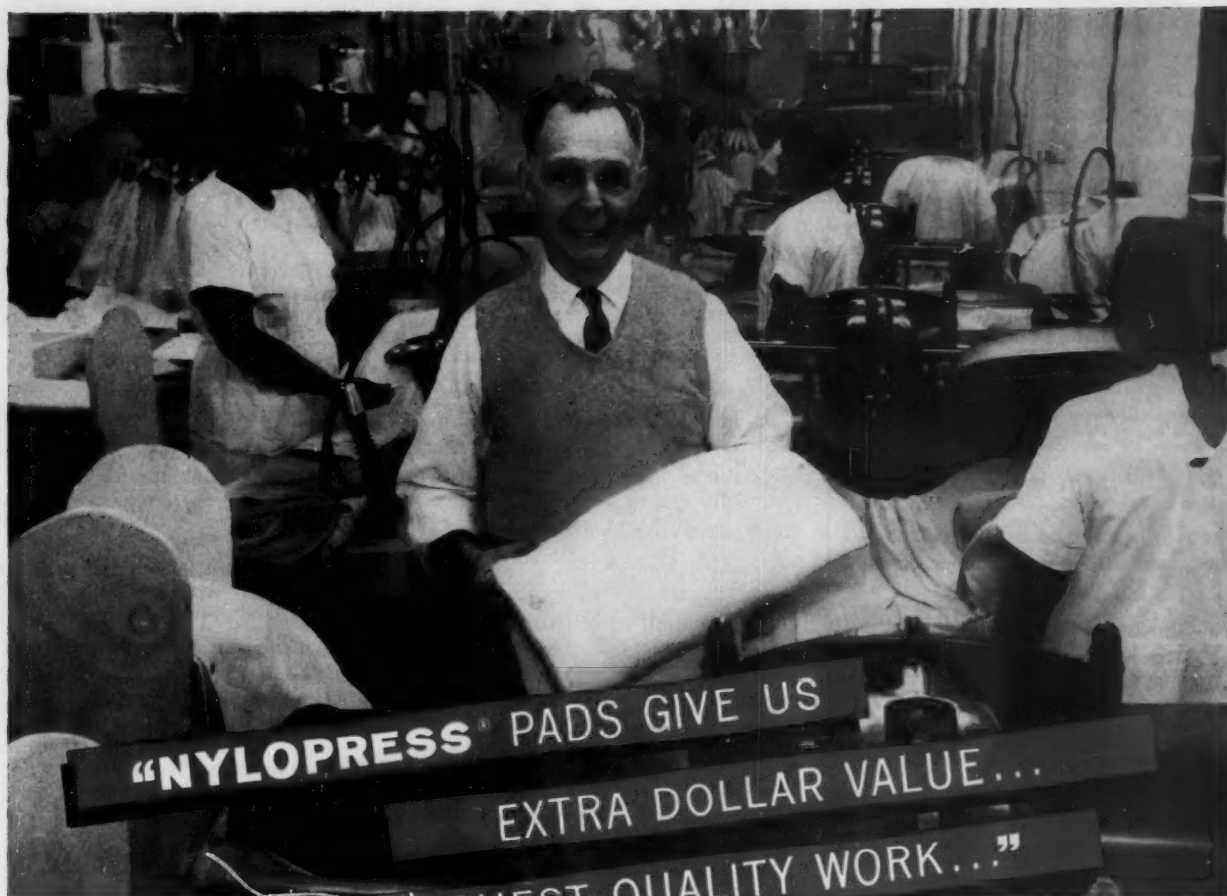
FLUFF-DRY: In Memphis, Tenn., Jack Scharff of Model Laundry and Cleaners opened a laundry bundle and found a puppy inside.

LONG OVERDUE: A laundry collection letter reads "We've been better to you than your mother ever was—we've carried you for 15 months."

THAT'S PROGRESS FOR YOU: Before World War II, three out of every four hospital admissions involved surgery; now it's only three out of four, says the Health Insurance Institute.

—N. Y. *World Telegram*

TOO ANXIOUS: During a week when a plant was offering a 25 percent discount, the windows of a call office were smashed. As a result the firm's advertising copy was changed, urging customers not to be in such a hurry to take advantage of the offer. "Please wait till we open," it added.



Robert E. Rice, Plant Manager of the famous DUPONT Laundry & Dry Cleaners of Washington, D.C., says: "We count on NYLOPRESS pads for extra dollar value . . . longer life at lower cost . . . plus *better quality* finishing at *high production speeds*. They help us maintain a high reputation established by 59 years of pleasing particular customers in the nation's capital."

During the past six years alone, DUPONT's business has grown by more than 100%. And NYLOPRESS pads enable DUPONT to handle this substantially increased volume with customary high quality.

NYLOPRESS pads have been tested and proven in laundry and dry cleaning plants throughout the country with outstanding results. Users report: extra long wearing ability, superior heat resistance, and easy steam penetration, all of which enhance operators' skills. Specially engineered, long-lasting resilience gives correct cushioning and eliminates problems of button-bump, seam-stripe, and shine in finished garments.

NYLOPRESS pads are available in a full range of sizes, shapes and thicknesses to fit every type of dry cleaning and laundry press. Prove NYLOPRESS superiority by making a comparative test in *your* plant!



American Felt Company, Glenville Rd., Glenville, Conn.

Gentlemen:

Please send further performance and cost information about high production NYLOPRESS pads.

Name _____ Position _____

Company _____

Address _____

AA

Continued from page 33

expensive machine to make his own bags, he can afford printed bags. This is based on the observation that a roll of printed poly bearing the plant's own signature will cost about \$26 per 3,000 feet. In theory, this would mean a thousand 36-inch bags. But in actual operation, the bagging machine will cut to size approximately 1,200 bags which will make the cost about the same as for plain bags.

Many plantowners defeat their own purpose by dropping the use of printed poly bags after buying bagging machines. They will switch back to plain poly in order to save about \$200 per year, but lose the advantage of much needed identity.

For showcasing the product, poly is hard to beat. Normally, fluff-and-fold work is wrapped in plain kraft paper or cellophane. Many plantowners are unaware that poly is available in rolls at one-third the cost of cellophane.

One-mill poly is stronger than paper and although it costs more per foot, there is no need for double thickness nor long overlap, as in wrapping a bundle with paper. A short overlap is sufficient for poly where an iron is used to seal it. Thus, poly becomes cheaper than paper in use, according to this supplier.

As part of the campaign to promote better packaging, the supply house endeavors to promote the use of transparent packaging since it showcases the product to best advantage. It is agreed that the cost of printing on poly would make it as costly as paper for this purpose. However, printed bundle inserts inside the poly wrap would be just as effective as printing on poly itself.

After a great deal of research on the subject, the general supply house believes that protection, identity and quality can be given to laundry and dry-cleaning packages with no increase in cost . . . provided the plantowner will spend as much time studying his packaging problem as he spends on other problems that are far less important to the customer.

Most of all, it is suggested that a professional man be consulted who has a thorough knowledge of packaging and costs. Then by eliminating all waste, better packaging results at no additional cost. □□

HAVE YOU HEARD the latest . . .

The Institutional Laundry Managers of Connecticut and Western Massachusetts rejected a proposal to rejoin the national laundry managers' association by a 7 to 5 vote, but leaders anticipate a change of heart this year.

Union negotiators are putting teeth into their contracts these days. According to the *Wall Street Journal*, last month nearly 2,000 supermarket operators in Southern California began contributing to a trust fund to provide dental care for almost 45,000 employees; by 1962, the employers will be paying 5 cents for every man-hour worked.

Coin laundry operators, watching TV's Peter Gunn series a few weeks back, cringed when the bad guys stuffed a body into a drier and set the switch for "Fluff Dry." We can do without this type of ghoulish publicity which invites nothing but trouble. Think twice before you let your business premise serve as a backdrop for such thoughtless enterprises.

No-iron sheets were given preliminary tests by a Manhattan hospital laundry. Results: After 20 short-formula washings and tumble-dry processings the sheets darkened considerably. This discoloration was believed to have been caused by the resins picking up and holding the blueing. There is also some question as to whether or not tumbled sheets are as sterile as those that are finished on a flatwork ironer.

The State Revenue Department reports November 1959 receipts from laundry and drycleaning in North Carolina were \$59,779.67 indicating sales for these services totaled \$5,977,967.00. This is the largest sum ever recorded since the sales tax was introduced and is \$935,000 more than the November 1958 totals.

Many civic-minded launderers now offer a gift certificate good for free shirt or drycleaning service to blood donors in their communities.

Laundercenter Corporation, which builds and equips coin-operated laundries, merges with Friendly Frost Stores, Inc., a TV-appliance chain. The management and staffs of the two New York firms remain the same. Parent company will be known as Friendly Frost, Inc.

Adell Chemical Co. (Lestoil, Inc.), Holyoke, Massachusetts, joined the ranks of the 10 top TV advertising spenders last year along with such old reliables as P & G, Colgate, General Motors, etc.

You'll find coin-operated laundry driers in West Virginia operating at 5 cents for 5 minutes instead of 10 for 10 as is the usual case. Reason: To get around the state sales tax which starts on 10-cent purchases.

Payola investigations have apparently had far-reaching effects. Have you noticed the scarcity of 1960 calendars received in the mail this year?

Factory sales of home laundry appliances in 1959 showed an increase of 7 percent over 1958. Total washer sales for the year were up 4 percent and driers up 15 percent.

Current interest in coin-operated drycleaning units has encouraged several plants to forestall possible competition by offering a pound-priced cleaning service skipping spotting, finishing and repairs. Llewelyn's Laundry in Louisville, Kentucky, for example, introduced a Scotch Kleen bundle for casual clothes charging 19 cents a pound. Minimum bundle: 8 pounds.

Tests prove plants can increase output, lower costs with better steam trapping

by John W. Ritter, Test Engineer
SARCO Company, Inc.

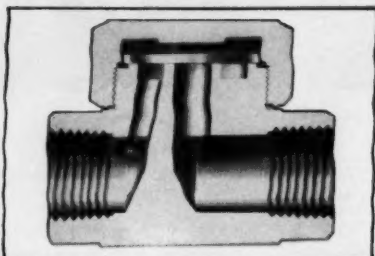
Surface cold spots on ironers and presses can run up production cost. Such trouble is often cleared up by the right steam trapping.

Because Sarco Thermo-Dynamic Steam Traps drain condensate and air out of steam spaces completely, their use has increased the output of many laundries and cleaning plants, cut fuel costs appreciably. Here are four typical cases:

At a military post laundry* in Virginia, sheets were leaving the flatwork ironers steaming. Tests showed cold spots on steam chest surfaces, temperatures ranging from a high of 325°F to a low of 310°F. When TD-50's were installed temperature rose to 330°F, work left the unit dry, and re-runs were eliminated.

Loss of live steam from traps was a problem with an institutional laundry* at Grand Rapids, Mich. Drying tumblers and ironers were running at low heat level, output was sluggish.

Sarco TD Steam Traps were then installed, resulting in an immediate production speed-up. Drying tumblers, for instance, were able to dry a load of towels 15 to 20 minutes faster.



Only 3 parts to a TD Steam Trap: Cap, disc, and body. Low in first cost, low in installation cost, low in maintenance cost.

When flatwork ironers showed a drop of surface heat of 45° below inlet steam temperature at a large commercial family laundry* in Brooklyn, they were equipped with TD Steam Traps. That stepped up their output 9.8%.

Again, in Texas City, Texas, a large laundry and dry cleaning company had heating trouble with 30 units. Faulty steam trapping was wasting steam. They replaced bucket traps with Sarco TD's and stopped steam losses. Output increased 10%.

In all four of these cases the trouble-free operation of TD's also effected reduction in maintenance time.

*Name and actual case-history on request.



SARCO TD Steam Traps

can make the difference

between loss and profit

Equip your steam-heated laundry and cleaning units with Sarco Thermo-Dynamic Steam Traps. This production-planned steam trapping will watchdog your heated surfaces for uniform temperature.

If you are wasting valuable steam or if uneven surface temperatures are giving you loss of production and frequent re-runs, write for literature today.

60-DAY TRIAL CONVINCES... No cost or obligation

Prove the effectiveness of Sarco TD traps to your own satisfaction. Write directly to us for a Sarco TD and strainer on 60-day trial. Specify size. Buy only if you're completely satisfied. Sarco Company, Inc., 635 Madison Ave., New York 22, N. Y. Or contact your supply house.

5887B

SARCO

COMPANY, INC.

635 Madison Avenue, New York 22, N. Y.

STEAM TRAPS • TEMPERATURE CONTROLLERS • STRAINERS • HEATING SPECIALTIES

**Institutional
Laundry
Leadership
is centered in**

NAILM

Find out how NATIONAL ASSOCIATION OF INSTITUTIONAL LAUNDRY MANAGERS membership can work for you. Clip and mail the coupon below.

**Mr. Duane E. Young
NAILM Membership Chairman
St. Mary's Hospital
2414 Seventh Street South
Minneapolis 6, Minnesota**

I wish to become a member of my local association or become a member-at-large if there is no local group in my vicinity. I understand that membership dues are \$4 for the first year and \$3 for each succeeding year. Please send complete details.

Name _____

Institution _____

Address _____

City _____

Zone _____ State _____

association ACTIVITIES



Minnesotans Elect

New officers, left to right, are: Roger Foussard, Model Laundry, St. Paul, president; G. Raymond Thiss, Lawlers Cleaners, Rochester, vice-president; and Les Meyers, Meyers Cleaners, Glencoe.

The election took place during the annual convention of the Minnesota Institute of Laundry and Cleaning at St. Paul, January 16-17. More than 500 registered for the two-day program which included a 19-booth exhibit by allied trades firms.



New Orleans Officers Elected

The newly elected officers of the New Orleans Laundry and Cleaners Association are, left to right: August "Gus" La Nasa, vice-president; Julian Mistretta, secretary-treasurer; James Livaudais, president, and Frank Di Marco, retiring president.



California LM's Elect

Laundry manager Glen Henry, St. Joseph Hospital, Burbank, was elected president of the Institutional Laundry Managers Association of Southern California at the group's 225th regular monthly meeting. He succeeds Stacey Maust, Los Angeles County Hospital.

Harry Frogge, Inter Community Hospital, Covina, is vice-president. And Roy F. Mercer, Santa Fe Coast Lines Hospital, Los Angeles, was reelected secretary-treasurer. Photo shows, seated, left to right: Henry and Maust; standing, Mercer and Frogge.

Laundry Managers Elect President

Joseph Campisi was elected president of the Institutional Laundry Managers Association for the district of Louisiana and part of Mississippi. Other officers chosen were Eugene A. Geerken, vice-president, and Francis M. Mattle, Jr., secretary-treasurer.

Institutional Laundry Officers

Anthony I. Bendik, laundry manager of Harrisburg, Pa., hospital, has been named treasurer of the area's Institutional Laundry Managers Association. Harry Mease was named vice-president, Charles Cooney was elected president and Ronald Tyson secretary.

Continued on page 62

For ORIGINAL FEATURES...
you can depend on
HUEBSCH ORIGINATORS



MAGNETIC DOOR LATCH
 for safe, sure, silent door closing.
 Modern design eliminates triggers, buttons, springs.

SELF-CLEANING LINT SCREEN
 automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

AUTOMATIC BACK-DRAFT DAMPER
 prevents hot air and lint from blowing back into tumbler. Protects pilot light, keeps surroundings cooler.

EASY-TO-ADJUST FEET
 for quick, easy leveling and alignment of tumblers, regardless of floor slant.



VARIABLE TEMPERATURE SELECTOR
 Customer chooses correct temperature setting for efficient drying of various fabrics.

HUEBSCH "37-A"

GAS-HEATED TUMBLER

HUEBSCH ORIGINATORS • MILWAUKEE 1, WIS.

CHOICE OF ANY COLOR AT NO EXTRA COST
 Choose the exact color you desire (a color swatch will do) and we will duplicate your choice.

ONLY 37" TUMBLER IN THREE SIZES
 Only Huebsch offers choice of three sizes: 37" x 30", 37" x 24", 37" x 18". Standard or Coin-Metered Models.

HIGH TEMPERATURE LIMIT CONTROL AND AIR FLOW SWITCH
 standard equipment on all models.

Continued from page 60

A.I.L. Members Foresee Boom

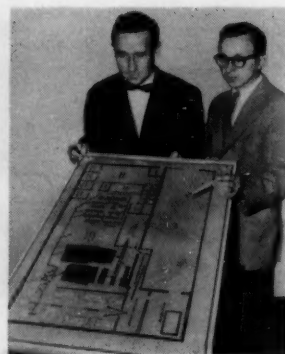
David P. Wallace, Jr., American Institute of Laundering, reported recently that a survey of members indicates a 7.2 percent increase in business this year over 1959. A rise in employment as well as advertising and promotion is predicted in keeping with the expected volume increase.

The survey indicated that about one-third of the laundries reporting are planning to introduce new services in 1960. Most popular new lines

are shirt rentals and sales. Others include mop rental, apron and slack supply, and faster, more economical home linen service.

Sales Training Program Available

A 30-hour sales training program for linen supply companies is now available through the Linen Supply Association of America. The program is applicable to any of the more than 1,200 members of the association, which has its headquarters at 22 W. Monroe St., Chicago 3, Ill.



LSAA Offers Plant Layout Kit

A do-it-yourself kit for improving the layout of linen supply plants is now available to members of the Linen Supply Association of America.

The kit makes it possible for linen suppliers to set up graphic representations of their present plants, conduct plant layout studies, and make trial changes without the expense and effort of actual changes, according to Samuel B. Shapiro, secretary of the association.

Contents of the kit include a heavy plastic layout grid; more than 200 plastic machinery templates; colored tape to show workflow, monorails, conveyors, etc.; complete instructions on use of the kit, along with fundamental principles of good plant layout for the linen supplier.

The kit was developed by the Linen Supply Association's Production Problems Committee, headed by Arthur F. Maslow of Standard Coat, Apron, and Linen Service, Inc., New York City, and by Peter V. Pano, management and production engineer on the LSAA staff. Price of the kits is \$15 each.

Cohen New Industrial Director

Ronald L. Cohen, president of Rental Uniforms of Connecticut, was recently elected to the board of directors of the Institute of Industrial Launderers.

Tri-Staters Get Explanation Of New Labor Reform Bill


The new Landrum-Griffin Labor Reform Bill is a lawyer's paradise—quite complicated and in many respects very ambiguous. However, some of its provisions are fairly clear and may prove to be beneficial under certain circumstances. They are:

1. State courts and agencies will be able to handle your labor disputes if

to get a press cover so superior

*we had to weave
the cloth in our own mill*

**DOUBLE THE WEAR,
DOUBLE THE VALUE—
with all-new BULLDOG**



DOUBLE-X

TIME TESTED PERFORMANCE

Our biggest users, including both laundries and linen supply houses, have pronounced the all-new BULLDOG DOUBLE-X the most rugged, longest lasting press cover in their experience... gives double the service of other press cover cloths.

DEPENDABLE QUALITY • SUPERB FINISH

Only by weaving the fine-finished cloth, by constant quality control, were we able to produce this tough BULLDOG DOUBLE-X. It won't stretch or shrink; protects your press pads and asbestos under covers; gives the clothes a finer finish.

Special Nylon Draw Cord

lasts the life of the cover.

BULLDOG DOUBLE-X

is available in all types of made up covers or in roll form. Both types are priced to fit the most economical budget.

Get DOUBLE-X
from your jobber.
Write, wire or
phone for full
information.

X. S. SMITH, INC.
RED BANK • NEW JERSEY

Using
LUMAR
 is like having
 your own
**MONEY
 TREE**



If smoother, trouble-free production means more profit for you, then using Lumar is just like having your own money tree. Penny by penny your production savings will grow. Will you let Lumar do any or all of these time-saving, trouble-saving things for you?

- ◀ Make fabrics easy to pull, thus speeding up unloading of wash wheels.
- ◀ Cut extraction time from 15 to 25 per cent.
- ◀ Permit faster shake-out, faster "lays" on presses.
- ◀ Prevent rolling on flat work ironer.
- ◀ Help tumble work dry faster.
- ◀ Eliminate static and minimize lint.

These are just some of the benefits you can enjoy if you use Lumar, the original powdered fabric softener. Moreover, Lumar is inexpensive

(1½ oz. per 100 lbs. dry weight of clothes) and clean and easy to use (simply add dry to the sour or starch cycle).

Thousands of laundries use Lumar faithfully—wouldn't operate without it. So certain is our belief in it that we offer this

GUARANTEE

If Lumar doesn't do what we say it will do, return the unused portion to your laundry supply distributor and receive a refund for the full drum.

★ ★ ★

We also make *Marlynbrite* which whitens whites and brightens colors—beautifully!

MARLYN CHEMICAL CO., INC.
 LAKEVIEW OHIO

your firm is too small to qualify for relief from the NLRB. You are no longer left in "no man's land" at the mercy of union leaders.

2. You may not be picketed for recognition by a union if your firm is already represented by another union.

3. You may not be picketed by a union that has lost a representation election at your firm within the past 12 months.

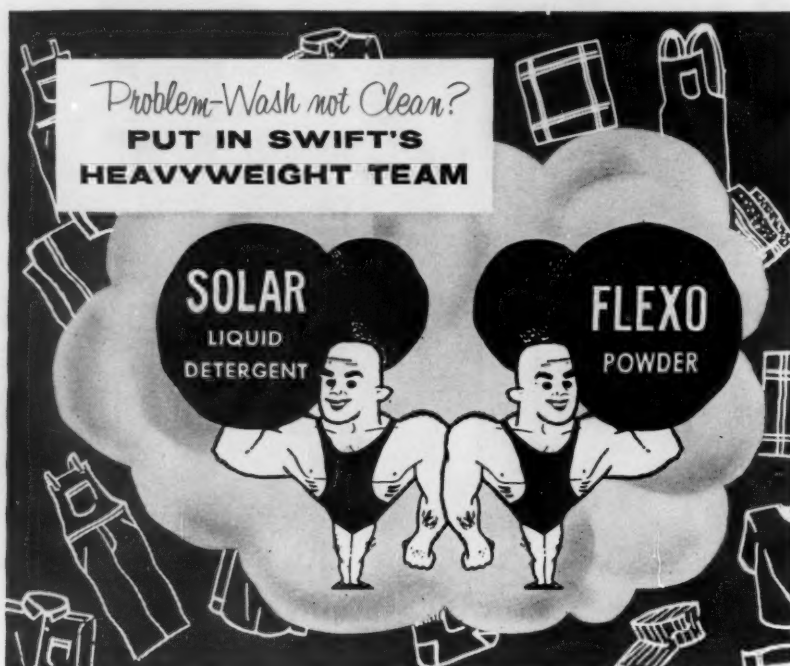
4. If your firm is not organized, you may not be picketed more than 30 days if the picketing interferes with deliveries to your firm.

The bill is a mild one, but it is an essential first step in cleaning up union racketeering. The victory was won largely by business men and other citizens who brought their views so forcibly to the attention of members of Congress. This is only the beginning, so whether or not you were one of those who got in touch with their Congressmen during the debate on this bill, you should let them know how you feel about it. If they supported the new bill, commend them. If they didn't, keep trying to win them over.

Some of the areas open for improvement are:

1. Put unions under the antitrust law.
2. Outlaw compulsory unionism.
3. Make strike violence a Federal crime.
4. Ban political use of compulsory union dues.
5. Outlaw featherbedding.

(Reprinted from a newsletter to members of the Maryland-District of Columbia & Virginia Laundry Owners Association. Wilmer H. Balderson, executive secretary.)



Here's a grime-busting combination designed to help you make short work of tough washing jobs. The workin'est clothes can come clean . . . and bright when you:

Use Solar with a builder for a fast, strong "break." Its heavy duty detergent action floats off soil and helps prevent redeposition.

Flush, and add Flexo powder for good strong suds.

Make a date with your Swift's man—to see a grease grappling demonstration or write for washing formula for the Solar-Flexo team: Bulletin #5.

SWIFT & COMPANY, SOAP DEPARTMENT
4115 Packers Ave. - Chicago 9, Illinois

To Serve Your Industry Better
with a complete line of soaps and detergents

ASK ABOUT
SOLAR HEAVY DUTY
FOR SELF SERVICE
... gives cleaner loads without rewashing and eliminates the cleaning of the machine after washing heavy greasy loads.



105th YEAR

S-48

Institute Urges Teacher Help

Laundrymen are being encouraged to establish working relationships with home economics instructors by giving plant tours, talks on laundering, or by providing materials for classroom use, as a result of an AIL questionnaire sent to home economics teachers.

Approximately 175 replies were received. Many teachers indicated material supplied would be used in classroom instruction and requested that additional information be sent as soon as it is produced.

New York Membership Drive

The New York State Launderers and Cleaners Association, Inc., is campaigning for new members. The drive will be on until July 1, 1960. The allied tradesman who secures the largest number of memberships will be the guest of the association at its three-day annual convention at Scaroon Manor, Schroon Lake, N. Y., beginning September 15.

Associate membership is open to institutions, hospitals and hotels that operate their own facilities.

Diaper Service Management Conference

Inaugurating a new, broad approach to management conferences, members of the National Institute of Diaper Services considered "Management Problems of the Next Decade" at Kellogg Center, Michigan State University, East Lansing, Michigan, on January 10.

Each of the three days opened with a category of problems businessmen must face. This first conference for diaper service operators got into as



Chevy's major components for 1960 last up to four times longer than ordinary truck parts—exhaustive testing has proved it. Likewise, the totally new cabs have proved 67% more resistant to twisting; and new frames for many models are as much as eleven times stronger in torsional rigidity. These are typical 1960 Chevrolet truck facts and figures—and they point up a new kind of tough truck build that helps you hang on to your dollars!



Chevy's new torsion-bar independent front suspension saves maintenance, increases work output. Independently suspended front wheels step right over bumps; tough torsion bar springs soak up shocks. As much as 78% of all objectionable road shock is absorbed before it reaches truck body, sheet metal or driver!



Chevy's precision-balanced wheels run smoother. Balancing weight shows that all front wheels are balanced in assembly—an advantage no other truck offers. It's assurance of easy handling; that tires will last longer without shimmy and shake from wheel imbalance.



Chevy's new frames are built with new brawn. Box-section rail design is stronger than ever; rail section modulus has been increased as much as 33%. And massive front box-section crossmember adds to truck stamina; helps keep you going years longer at least expense.



Chevy's easier riding rear springs help roll up profits. Frictionless coil springs cushion road shocks before they reach the frame. Spring capacity can be matched to the load for best riding qualities.

CHEVROLET'S BIG NEW BUILD IS LIKE MONEY IN THE BANK FOR YOU!

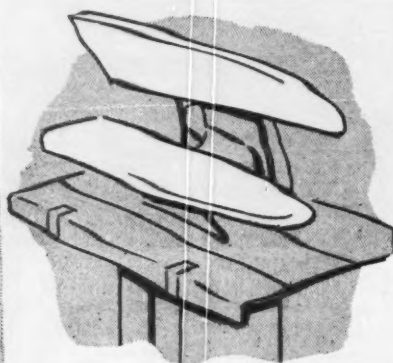
Here are just a few of the *many* ways in which Chevrolet's totally new build for '60 will work to build a bigger bank account for you. They show that a '60 Chevy means *profit* through longer life, less maintenance, easier working, out-sized cargoes and extra economy! You'll find, too, that 1960's savingest truck *power* is Chevrolet's: famous economy 6's and efficient short-stroke V8's for light-duty models . . . high-power, high-torque V8's and tough, dependable 6's for the bigger trucks. It'll profit you to see your Chevrolet dealer about Chevy's big new build, sometime soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

1960 CHEVROLET STURDI-BILT TRUCKS

CHEVROLET

Special FABRIC FORMULATIONS! STAD-SPUN and STAD-TEX press covers

treated for
longer wear



STAD-SPUN Full spun nylon covers, made "form fitted" for all presses where a non-slip, non-stick cover is needed.

STAD-TEX filament nylon covers, especially developed for sleeve, yoke and backer presses.

BOTH FABRICS have improved heat and abrasion resistants.

New! STADHAM NYLON PADS

28 and 48 oz. wt.
CUT TO FIT ALL PRESSES

Added!

NYLON DACRON FLEECE
for wings and
expander blades



Sold through all
leading distributors

STADHAM

COMPANY INC. - HEXAGON DIVISION

1823-31 North 20th St. - Phila. 21, Pa.

manufacturers of—pads, covers, bags
aprons, nylon tape, textile specialties

many broad subjects as possible with the idea of stimulating an interest in further academic experiences of this kind. Future conferences will delve more deeply into fewer subjects.

While most of the faculty was selected from the colleges of Michigan State University, one instructor came from the University of Michigan Institute for Social Research, one was provided by diaper service itself, and one came from industry.

Members of the NIDS Committee who conceived and executed the conference were T. J. Skillman, Jr., vice-president of Associated Baby Services, New York; Mrs. Hope F. Lewis, secretary-treasurer of Dy-dee Wash, Detroit; Edward Sturgis, Jr., of Dy-dee Service, Brookline, Mass.; Ray Van Tuinen, owner of Dy-Dee Wash, Grand Rapids, Mich.; and Ruth P. Schaumann, secretary-treasurer of the NIDS.

Detroit Institute Chooses Officers

New officers of the Detroit Dry Cleaners and Laundry Institute are: president, Dave McCarron of Mondry Cleaners, succeeding Donald Rissman of Indian Village Cleaners; vice-president, Howard Hamilton of Janet Davis Cleaners; treasurer, Paul Russo of Grosse Pointe Valet Cleaners. Jack Ellstein remains as executive secretary.

Managers Plan Program for '60

Plans for monthly programs during 1960 were discussed by the directors of the North Carolina Association of Institutional Laundry Managers.

The organization is affiliated with the National Association of Institutional Laundry Managers. The newly elected president is Louis T. Farmer of Butner. Earl W. Shumate of the Hotel Robert E. Lee is first vice-president, Jesse L. Grubbs of Baptist Hospital second vice-president.

Pro-Laun Shirts Get Seal Approval

The Pro-Laun shirt manufactured by the Hayes Company of Nashville, Tenn., has been awarded the Certified Launderable Seal of the American Institute of Laundering. The shirts are distributed by Professional Laundries Shirt Sales, Inc., which is headed by E. A. Mall, Llewellyn's Laundry and Cleaners, Louisville, Ky. The shirts are sold directly to professional laundries which, in turn, sell them to customers.

LAST CHANCE!!!

Liquidation Sale of the
Capital Laundry and
Cleaners

16 - 18 "L" Street, S. W.
Washington, D. C.

IT'S GOT TO GO

COMPLETE PLANT

- 1—8-roll, 120" American Sylon Ironer
- 1—8-roll, 120" American (Rebuilt 3 years ago)
- 2—54" Fletcher; NoTrux Extractors (New in 1956)
- Prosperity Shirt Units
- 3—42 x 84 Robot Washers (Fully automatic—New in 1956)
- Dry Cleaning Equipment of all descriptions

Numerous Other Items

Must Vacate Within 30 Days

**TALLEY LAUNDRY
MACHINERY Co.**

CALL: Greensboro, N. C. — Phone
BRoadway 4-1594 or Washington, D. C. —
Phone Lincoln 6-9297

MLA's Young Men Meet

The Massachusetts Laundryowners' Association's Young Men's Club held a meeting on January 29 in Boston to discuss how automation in accounting and office procedures can cut costs.

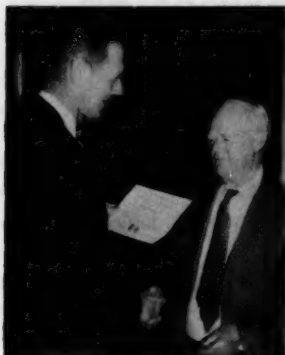
David Conners of John Carruthers & Company was guest speaker. He described the accounting system his company now uses. The system utilizes automatic equipment, punched cards and tapes, and Mr. Conners said that it substantially reduces accounting costs through time and labor savings.

Afterwards, the group visited the new IBM office where the latest electronic equipment was demonstrated.

Money-Saving Contest

The Maryland-District of Columbia & Virginia Laundry Owners' Association, Inc., announces as a feature of this year's spring convention a "Money-Saving Idea Contest" open to all members and their employees. Contestants may submit any number of entries about new methods or devices in any department. The convention will be held at the Chamberlin Hotel, Old Point Comfort, Va., May 1-3, and closing date for the contest is April 15.

Contest judges will be Edward E. Farren, Seaboard Paper Company, chairman; Clifford P. Rhodes, John Carruthers & Co.; and James J. Brebner of Brebner, Brown & Co.



N. J. Institute Man Honored

Ralph B. Smith, director of the chemical engineering department of the New Jersey Laundry & Cleaning Institute, author and sometimes Eastern technical representative for the AIL, received a Certificate of Service.

The award was made in recognition of his leadership and technical contributions to the American Association of Textile Chemists and Colorists and to the textile industry.

Mr. Smith was chairman of the Colorfastness to Washing Committee, 1957-59, and the award was made by AATCC President Weldon G. Helmus.

Poly Bag Campaign A Flop?

A feature article appearing in The New York Telegram & Sun (January 11, 1960) labeled the plastic garment bag educational campaign a failure. And, by implication, blamed infant fatalities on "cost-conscious manufacturers and drycleaners."

The article begins: "A nation-wide, million-dollar campaign has failed to halt the growing menace of plastic garment bags to young children, government figures revealed today.

"Despite a national furor last summer over infant fatalities caused by the bags, the innocent looking plastic containers killed more children in the second half of 1959 than in the first half," the article continues.

"Even a newly adopted industry code of standards hasn't slowed the infant death rate. During the year, 114 children were killed by the bags. Fifty-four of the deaths occurred in

the first six months. Sixty fatalities were recorded during and after the plastic industry's educational campaign, which was launched June 17."

The figures were obtained from Accident Prevention Program of the Public Health Service with the explanation that the figures *had not been verified*. The releasing authority is even quoted as saying: "They should be regarded as a rough indicator, not as a statistically precise study."

The article then goes on to point out—"Plastic industry research has as yet failed to produce a safe plastic. . . . The danger could be greatly reduced by the use of slightly thicker, slightly more expensive film. Most deaths are

caused by cost-conscious manufacturers and dry cleaners."

A United Press release (February 17) reported 93 deaths linked to plastic bags since January 1, 1959, and said these bags "are on their way out in the nation's cleaning industry."

The report goes on to say, "The concensus among spokesmen for both the cleaning and plastics industries is that there is no way to produce economically a really safe plastic bag."

The spokesmen quoted were the advertising manager of a well-known New York laundry and the president of a plastic bag company in New Jersey.

Special Package Offer!

COMPLETE 13-PIECE
SHIRT LAUNDRY only

\$4,495⁰⁰



All this only

\$4,495⁰⁰

- | | |
|---------------------------|--------------------------------|
| 1. Collar-yoke-cuff press | 9. Shirt carriage |
| 2. Shirt body press | 10. Automatic gas water heater |
| 3. Sleever | 11. 20 lb. automatic washer |
| 4. Collar former | 12. Air compressor |
| 5. Shirt folder | 13. Record player |
| 6. Water spray gun | 14. Record of instructions |
| 7. Shirt truck | *Not Shown |

• Leasing arrangements available

Wouldn't you like the nice profit that others are earning from finishing shirts? Wouldn't you like the extra dry cleaning business that shirt customers bring in?

Forse gets you into the shirt business fast—offers you this complete 13-piece shirt laundry for only \$4,495.00. Special low price includes not only the famous Forse 1-girl Bantam shirt finishing unit,

but 8 other items . . . including a record player and record with training instructions.

Why wait! This shirt laundry pays for itself fast. Leasing arrangements are available. Fill out and mail the attached coupon for complete description of all equipment. No obligation, of course.

CLIP AND MAIL TODAY! ➡

FORSE
ANDERSON, INDIANA

FORSE CORPORATION
1540 West Second Street, Anderson, Indiana
Send me—without obligation—complete description and details of your special 13-piece complete shirt laundry offer for only \$4,495.00.

Name _____
Business _____
P. O. Box or Street _____
City, State _____

ZEIDLER for modern laundry profits

*Stripping and Guide Device eliminates tapes and strings.

*Steel Spring Cushions for Chest-type Ironer Rolls.

*Feed Ribbon "Sur-Drive" Kit.

*Doffer Rolls.

*Spring "Perma-Pad" for Drycleaning Presses and "Enduro" Pads for Laundry Presses.

ZEIDLER
MANUFACTURING COMPANY, INC.
633 Concord Ave.
MAMARONECK, N. Y.



NORGE

Commercial
Coin-Operated

WASHERS and DRYERS

For name of nearest distributor,
write to:

NATIONAL HEADQUARTERS
Zeolux Corp.

BAN ZEOL, President

261 Madison Avenue
New York 16, N. Y.

FOR YOUR information

Party Poopers: The National Stationery and Office Equipment Association estimated damages amounting to \$10 million resulted from Christmas office parties held last year.

Whither Heather? A Scottish textile concern is now producing pine-scented shirts.

Ad Budgets Up: According to a survey by the Association of National Advertisers, Inc., national advertisers plan to boost their 1960 advertising budgets an average of 10 percent over last year.

The study covered 266 companies in 33 industries. Of those with budgets under \$1 million, 52 percent increased expenditures in 1959 from 1958 and 68 percent anticipate increases this year.

Well Covered? Three major errors in insurance buying are underinsurance, lack of adequate coverage, and improper coverage of risks. *Example:* Thirty-three percent of bankruptcies involve embezzlement. Actual chances of loss from embezzlement are same as from fire, yet every plant carries fire insurance but few bond their employees. Forty percent of firms suffering fire damage never reopen because of lack of business-interruption insurance to carry them through the weeks they are closed or crippled, yet many plants carry no extra-expense or business-interruption insurance. Installation costs, wiring, plumbing, piping are high, yet many plants cover only the machines, forgetting the thousands of dollars it would cost to reinstall them.

Blue Law Fought: Owners of coin-operated laundries in eastern Connecticut are planning to seek an injunction to stay a court order that requires them to close on Sundays. The businessmen will ask that the laundries be allowed to remain open seven days a week until the law is reviewed by the 1961 session of the State Legislature. In a recent case where a coin-op

owner was fined for remaining open seven days, the judge held that the business was not one of mercy or necessity, the only type permitted to operate on Sundays.

Oh, Baby: An estimated 4.4 million babies will be born in 1960, which is not a record. But expenditures per baby will reach a peak of \$1,000 on the average by doting parents and friends. This compares with less than \$500 a decade ago.

Tax Hounds: During the fiscal year of 1958, the Treasury Department checked the arithmetic of 57 million returns out of a random selection of 61 million. They also checked some 780,000 out of 970,000 corporate returns. This sampling revealed over 2 million returns with mathematical errors. In the same year, the Treasury audited some 2½ million returns, resulting in additional interest, taxes and penalties of 1.3 billion dollars.

Business in Politics? With business enterprises and executives becoming more actively involved in politics today, this participation presents many new problems. How far should company political action go? What is the individual businessman's responsibility in public affairs? These and other questions are discussed in "The Business Man in Politics," just published by the American Management Association, 1515 Broadway, New York 36, N. Y., at \$2.50 for members and \$3.75 for nonmembers.

Salt Water Conversion: Coastal area laundries may use sea water in the future. A new process for converting salt water to fresh water involves freezing to separate frozen crystals of pure water from the residue of salts and sea chemicals. This may result in an unlimited potential supply at a cost of less than 40 cents per 1,000 gallons. The cost is about equal to present cost of natural fresh water from well sources.

three simple lays on **AJAX**

PRODUCE THE PERFECT SHIRT

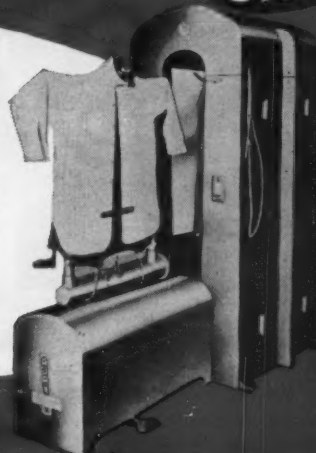
Supermatic
SHIRT UNIT

AJAX

Model CBBY

CABINET BOSOM-BODY YOKE PRESS

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Girls • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying



1

AJAX

Model CS

CABINET SLEEVE PRESS

Superbly finishes both sleeves in one lay — automatically — in 10 or 12 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.



2

AJAX

Model CCW

COLLAR AND CUFF PRESS

Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive AJAX HI-VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



3

AJAX PRESSES

since 1929

Salt Lake City, Utah

Laundrymen see them and buy them 2, 3 and 5 units at a time! Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams, complete layouts and surveys will be sent free on request.

ALLIED trade NEWS



RALPH HULL



A. J. LALLE



HARRY G. COOPER



JOSEPH E. FITPOLD

Tower Chemicals, Inc., recently arrived in Carnegie, Pa., after moving from Glenshaw, Pa., to larger quarters, has appointed Ralph Hull, Hull Sales Co., Pompton Plains, N. J., its representative in Metropolitan New York, Philadelphia and New Jersey.

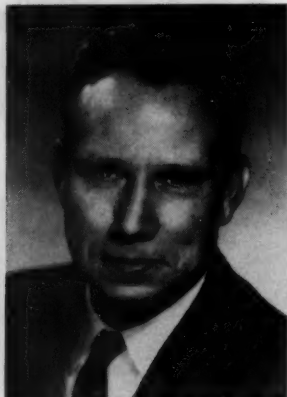
A. J. Lalle of Cleveland is now representing Tower in Ohio and Michigan.

Harry G. Cooper has been appointed special consultant to Fred I. Courtney, president of the Prosperity Company, Division of Ward Industries Corporation, Syracuse, N. Y.

Mr. Cooper, who has been with Prosperity since 1928, is known in the industry as the inventor of, among others, the first shirt yoke press, the Downer Shirt Unit and the first automatic shirt folding machine.



ROBERT D. HILLMANN



HERB LE BLANC

Robert D. Hillmann has been appointed film sales manager, Western district, for the Packaging Division of Olin Mathieson Chemical Corporation. His office will be located in San Francisco. Mr. Hillmann was previously assistant district manager, Midwestern district office, and before that senior salesman in the New York-New England area.

Herb Le Blanc has been named district manager for Marlow Pumps, Division of Bell and Gossett Co., Midland Park, N. J. His territory includes Kansas, Nebraska, Wyoming, Missouri and Colorado.

International Harvester Company will build a motor truck parts depot on a 30-acre site at the intersection of Meyer and Moeller Roads, south of the company's Fort Wayne motor truck engineering department and laboratories in Fort Wayne, Ind.

This master depot will supply the company's existing 12 parts depots with truck parts requirements.

Pantex Manufacturing Corporation has appointed Joseph E. Fitpold Chicago district manager. In his new territory, the veteran of over 40 years in the industry will manage all Pantex sales in the states of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota and North Dakota.

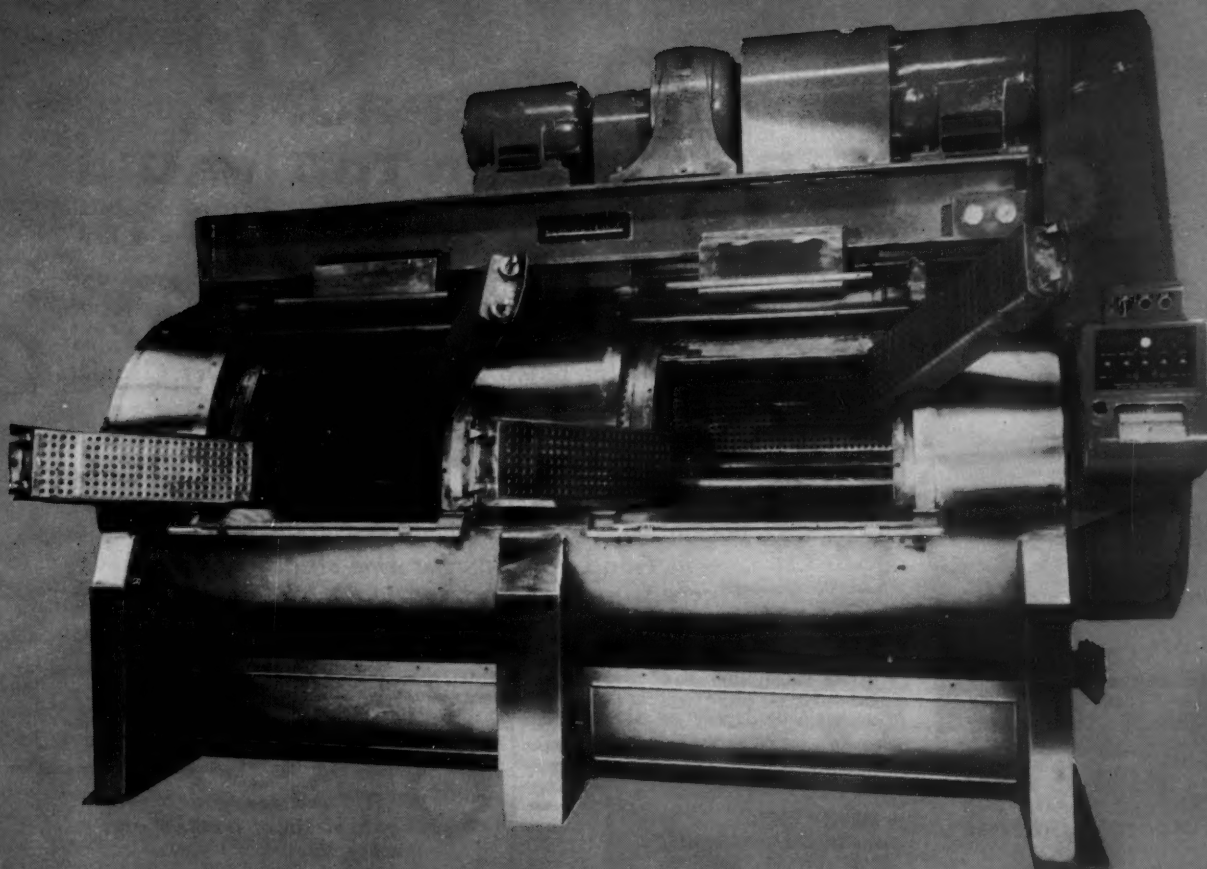
Joseph J. McDonough has been named district manager for the Norge Division of Borg-Warner Corp. His territory covers Albany, Buffalo, Rochester and Syracuse, N. Y.; and Erie and Williamsport, Pa.

Mr. McDonough has been in the appliance business for 16 years and was associated with several allied companies before coming to Norge.

Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind., has announced that insurance coverage is now available on all Standard Change-Makers and their money content. The policy is applicable to all Standard coin machines and Maximum Security Vaults, new or currently in use.



Wyandotte Chemicals recently held its first seminar for distributor representatives of its laundry products line. The seminar's purpose was to provide Wyandotte distributors

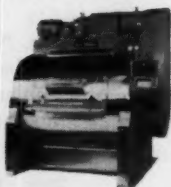
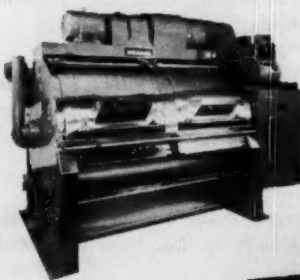


WASHEX for **LAUNDRY** **CUTS WASHROOM COSTS 50%**

A MACHINE FOR EVERY OPERATION

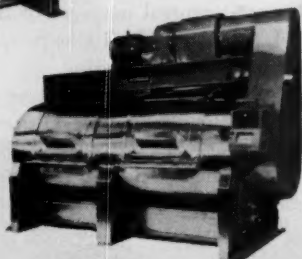
MODEL 2LA

265 lb. capacity, 2 pockets.



MODEL 3LA

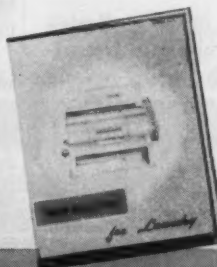
375-400 lb. capacity,
2 and 4 pockets.



MODEL 5LA

600 lb. capacity,
4 and 6 pockets.

- Eliminates tedious transfer of heavy, wet work from washer to extractor.
- Doubles, even triples output per operator hour—1200 pounds per operator hour easily accomplished.
- 40% saving in washroom floor space.
- Shorter wash formulas — no loss in quality.
- 20% saving in wash water and corresponding water heating cost.
- High extraction efficiency.
- Pullman partition, side loading cylinders with large doors — easiest loading and unloading.
- No more sloppy washrooms — floors stay dry and neat.



SEND FOR MORE INFORMATION

To obtain informative, helpful brochures, simply attach this ad to your letterhead.

Circle No. 52 on Post Card

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •



YOU WILL PROFIT By A Return To The Old Established Values....

The years have proven that there is no substitute for good old-fashioned quality, service and reliability. That's why we offer:

1. Products specifically compounded or designed to meet the particular needs of the Laundry and Dry Cleaning Industry.
2. Uniform high quality developed through scientific research and practical experience.
3. A "Money-Back" Guarantee on every item — your assurance of complete satisfaction in every way.

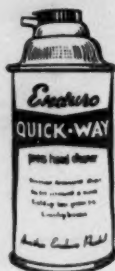
**Good reasons for the steadily
increasing demand for Enduro Products!**

QUICK-WAY press head cleaner

**KEEPS PRESS HEADS
SHINING CLEAN AND
SMOOTHLY LUBRICATED**

**Costs Only Two Cents
Per Press Application!**

- **BETTER PRODUCTION**
End delays and costly press shutdowns for cleaning
- **IMPROVED FINISHING**
Eliminate build-up of starch and grime on press heads.
- **REDUCED COSTS**
Can be used on hot or cold heads. Less shut-down time.
- **PREVENTS STAINING
OF METAL**



**JUST ONE OF THE
MANY EXCLUSIVE**



**FREE! Send for your Cata-
logue of time, trouble and
money savers — Today!**

*** AURORA MANUFACTURING CORP. ***
74 Wythe Ave. • Brooklyn 11, N. Y.

with more complete information about product use and application.

Most of the 50 representatives from firms across the United States and Canada who attended the two and one-half day seminar are shown in the photo. Meetings were conducted by W. B. Appleby, manager, Laundry and Textile Department; R. V. Anderson, assistant manager, and J. W. Murray, assistant to the manager.

Jack Rachleff of Fablok Mills has discovered that netting made of the same nylon cord as the tires he had been riding on adds more washer-drier mileage to laundry nets. Nets of the Du Pont 840 denier nylon were knitted and tested under actual operating conditions, and will soon be introduced.

Ludell Manufacturing Co., Milwaukee, Wis., has appointed **Edward Mathews** its Midwest representative, covering Ohio, Indiana and Michigan. Mr. Mathews has been active in the industry for over 25 years, selling and servicing laundry equipment.

E. Milton Regier has been named district manager, Boston office, of Hercules Powder Company's Naval Stores Department. He will replace **Arthur H. Sanford**, who is retiring this month.

Nashua Corporation, Nashua, N. H., has named five new vice-presidents. They are: **Winthrop L. Carter, Jr.**; **William E. Conway**, manufacturing; **Robert C. Dale**, research and development; **William H. Foster**, marketing, and **Ross G.**

Smith, Jr., personnel. **Mr. Carter, Jr.**, is secretary and assistant treasurer of the company.

General Motors GMC Truck and Coach Division has come up with a shake rig 10 times more punishing than Belgian blocks, long considered the auto industry's toughest test track. Engineers estimate that one hour on the oscillating rig equals about 10,000 miles of travel over paved highways.

Duplex Corp., Brooklyn, N. Y., has appointed **Al Rizk** sales representative in the Albany area. His office is located in Colonie, N. Y. Also appointed were **Charles Cleary**, whose territory and office are located in Boston, Mass., and **William J. Bennet**, who will cover the Buffalo, N. Y., area.

Nite 'N Day launder centers, Cincinnati, has announced the appointment of **Stan Manne** as head of its coin laundry franchising chain. Prior to his promotion, Mr. Manne acted as sales manager for the firm.

Frank Chrencik, general manager of the Electro Chemicals Division of **Diamond Alkali Company**, has been promoted to vice-president, manufacturing.

Arthur Tillman, operations manager of Electro Chemicals, succeeds Mr. Chrencik as general manager of the division.

Darnell Corporation, Ltd., has appointed **Thomas F. Crotan** sales engineer and service manager of its new Southeast division factory branch, Atlanta, Ga. The new Darnell office will serve Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee and Louisiana.

NEW PRODUCTS—Continued from page 10

the driver, feature 400 cubic feet of cargo space. Trucks have a 117½-inch wheelbase, GVW of 7,000 pounds, and are available with either 80 or 114 hp. engines.

Divco-Wayne Corporation, Divco Division, Detroit, Mich.

IMPROVED TUMBLER

The 72-inch, 25-ring predrying conditioning type Windjammer tumbler has been improved by increasing the steam line to 1¼-inch size. Doors completely perforated, a back chamber added to prevent lint clogging, new vent cleanouts.

Purkett Manufacturing Co., Joplin, Miss.

COOLING TOWER CHEM CONTROL

Chemicator, a new device for feeding chemical treatment into circulating water systems of cooling towers and evaporative condensers, mounts on the side of the equipment through which the water flows. A weather-sealed plastic tube gravity-feeds chemical briquettes into

the water. Operates only when the pump is in use.

Erlen Products Company, Burbank, Calif.

NEW BOILER SERIES

CBH, a new series of boilers in 25-100 hp. range, includes both high- and low-pressure boilers designed to handle gas or light oil or gas/light oil combinations. They are not designed for heavy oil firing.

Cleaver-Brooks Company, 326 E. Keefe Ave., Milwaukee 12, Wis.

TANKLESS WATER HEATER

SM 400, a multiple-unit gas-fired water heater, features instant indirect-fired tankless method with constant temperature control. Specifically designed for coin-op laundries, the SM 400 delivers 400 gallons per hour at 100° rise.

National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.

AROMATIC POLY PACKS

Poly-Scent, a new resinous concentrate, will make poly

packaging film smell like "clean linen" for fresh laundry packages. Also comes perfumed for women's lingerie, sweaters, etc.

Men's clothing can be packed in cedar, tweed, pine and spruce.

Texas Plastics, Inc., Elsa, Texas.

NEWS ABOUT people

SOUTH

Ashland (Va.) Laundry has requested a special use permit to expand and install a self-service laundry at its Thompson St. premises. T. Noble Vaughan is the owner.

Montevue (Md.) County Home has constructed a new laundry building. The facility will also serve the nearby Chronic Hospital and the county jail.

C. L. Thompson, president of Lexington (Ky.) Laundry, was a speaker on a panel which discussed modern fabrics and their care on a recent

Farm and Home Week program. Mr. Thompson represented the commercial laundry and drycleaner.

Sanitary Linen Service Co., Miami, Fla., has announced the purchase of the hotel-motel commercial phase of Vogue Laundry & Cleaners of Miami Beach. The acquisition virtually doubles Sanitary Linen's operation. Henry Cove, president of Vogue, said his firm now will concentrate on the family laundry and drycleaning fields.

Harry Sams has announced the official opening of Sams

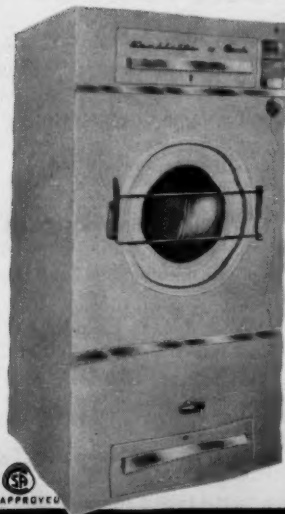
WASHERS • EXTRACTORS • DRYERS

MORE PROFIT FOR YOU WITH COOK Coin Operated EQUIPMENT



Tumblette®

BY COOK



★ ONE dryer that does the job of TWO: DUAL TEMPERATURE CONTROL for both regular and delicate fabrics.

★ Drop coin, slug rejector meter —recessed tamper-proof coin vault.

★ Permanent type perforated steel lint cylinder lasts lifetime of dryer, no expensive replacements.

★ Stainless steel sides and fronts available.

Build Up to a Standard—Not Down to a Price

Washette®

by COOK



★ 25-lb. Washette features 21-minute commercial Wash-Deep Rinse cycle.

★ Deluxe stainless steel cabinet, handsome styling for in-line installations.

★ Tamper-proof slug-rejector, drop coin, accumulative type meter. Separate heavy duty coin vault.

★ Concealed operating controls.

For illustrated brochure, name of nearest distributor, write . . .



COOK MACHINERY CO., INC.

4301 S. Fitzhugh Ave.

Dallas 26, Texas

Telephone HAMilton 1-2135

Manufacturers of the Only Complete line of Open-end Washers



JOMAC 54

keeps them smiling—and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75%... reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. 1, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available



NO BROKEN
BUTTONS



NO CROW'S-FEET



NO WRINKLES

JOMAC 54

PRESS PADDING

Laundry on S. Monroe St., Arcadia, Fla., in a newly constructed building.

Gray Whigham, Jr., and George Belleau are the operators of Crown Laundry and Dry Cleaners, now in a new location at 2900 N. Alcaniz St., Pensacola, Fla.

Johnny Temple, Cleveland Indians' second baseman, is the operator of an automatic laundry in Tampa, Fla., between baseball seasons.

Chris D. Russell, owner of New Way Laundry and Dry Cleaning Co., Maysville, Ky., was elected a director of the Bank of Maysville.

Jesse M. Kingsland, manager of Alamance Laundry and Dry Cleaners, Burlington, N. C., has been appointed to the Selective Service Board. Mr. Kingsland is a veteran of World War I.

National Linen Supply Corp. has purchased a modern building at 1180 Peachtree St.,

Atlanta, Ga., for its new home offices.

EAST

Cornell's Laundry, Brighton and Second Ave., Long Branch, N. J., was officially opened recently by Long Branch Police Commissioner Rocco N. Bonforte.

Ernest Willard recently completed 50 years as owner and manager of Wakefield (Mass.) Laundry.

Associated Laundries of America, Inc., Utica, N. Y., with its affiliates, Abelove's Linen Supply and College Linen Supply, was hailed as a significant contributor to the economic health of its area by the Utica Chamber of Commerce. Martin Abelove, company president, announced the creation of two new corporate positions and the appointments of Leo D. Abelove as vice-president of research, development and training, and Stanley R. Waxman as vice-president of operations.

John Kelly was honored at a party marking his retirement from Morey La-Rue Laundry of Elizabeth, N. J., after 35 years of service.

Clover Laundry, 68-14 62nd St., Ridgewood, N. Y., has introduced a new division, Certified Diaper Service. The firm also operates Town Cleaners, 68-19 Fresh Pond Rd.

WEST

Jack Castello has established a laundry at 6421 Gibson, S.E., Albuquerque, N. M.

Ed Lohmann of Home Laundry, Beaumont, Tex., was one of nine members to receive a special certificate for his 50 years activity in the Texas Laundry and Dry Cleaning Association.

Robert K. Bertucci was elected president of Zenith Cleaners, Dallas, Tex., at a recent meeting of the board of directors of the 46-year-old firm. Other officers and directors elected were James F.

Milholland, vice-president; Mrs. T. E. Milholland, chairman of the board; Mrs. K. Bertucci, chairman of the executive committee; W. F. Whitehurst, secretary-treasurer-comptroller, and Robert H. Dedman, board member.

'Exclusive Drive-In Laundry and Cleaners is among the firms to be opened in the shopping center under construction at 2620 Waterloo Rd., Stockton, Calif.

Ted's Laundry and Cleaning, Meade, Kans., has opened a coin-operated laundry.

M & C Laundry has been established on Main St., Tishomingo, Okla., by Mrs. Jimmie Hicks.

Mr. and Mrs. Henry Gordon have purchased Carnegie (Okla.) Laundry from Olin Wilkerson.

Bob Raff held a grand opening recently in his new laundry on S. Main St., Thomas, Okla.

Mr. and Mrs. Marvin Hodges have announced plans to operate a laundry in Tuttle, Okla.

Launder City has been opened by Ed Farrell at 545 E. Main, El Cajon, Calif.

Los Lunas (N. M.) Hospital and Training School laundry has added new equipment.

NORTHWEST

Anita Wright and D. Ostrom held a grand opening recently in their new laundry at 3433 Chinden, Garden City, Idaho.

William Frame, owner of City Peerless Laundry and Dry Cleaners, Yakima, Wash., has purchased the family laundry business of Yakima Laundry. The firm will be moved into its newly constructed quarters at N. First and E. B Sts. Yakima Laundry will continue in the linen and indus-

trial supply field and in the commercial laundry business as Crest Linen Supply Co.

Mr. and Mrs. Sterling Martin have purchased Weiser-Payette Laundry and Dry Cleaners, Weiser, Idaho, from Mr. and Ms. Orville Kitts.

Virgil Rutledge, owner of Ideal Laundry, 1216 California Way, Longview, Wash., and Adolph Hagemann and Earl Ryder, owners of American Cleaners, 400 Main St., West Kelso, have filed articles of incorporation merging the firms. The concern will be operated as American Cleaners and Laundry.

Rawlinson's Capital City Laundry, 1264 Broadway, N. E., Salem, Ore., has been issued a permit for plant expansion.

Dick Hoppes, operator of Hoppes Laundry & Cleaners, 133 W. Fourth St., Prineville, Ore., was named outstanding junior citizen at the recent

Jaycee-sponsored distinguished service banquet. Mr. Hoppes is also a director of the Oregon Laundry and Dry Cleaners Association.

Wally Hibbert and Rodger Hayes are the new co-owners of Paris-Krieger Laundry, 2818 Grand Ave., Everett, Wash. Morton Amsberry, former owner, has retired.

Eagle Cap Laundry, Enterprise, Ore., owned by G. C. Goodman, has taken over the Wallowa County business of Northwest Industrial Laundry Co.

Mrs. Senna Frazee and her son, Dick Hagen, are the operators of a newly established laundry at Fir and Jefferson, La Grande, Ore.

Betty Bright, home counselor for Excelsior Laundry, Indianapolis, Ind., was a speaker at a recent meeting of School 11 Parent-Teacher Organization.

Mr. and Mrs. John Seaver have announced plans to open a laundry on Rhododendron Dr., Florence, Ore.

Mrs. Frances N. Myres has opened Frankie's Wash and Dry, 354 Florence St., Stayton, Ore.

NORTH CENTRAL

John J. Reinecke, staff assistant of the Linen Supply Association of America, Chicago, Ill., has succeeded Paul Herr, former director of public relations of the organization, it was announced recently.

Ralph H. Hudson, manager of Hudson Launderers and Dry Cleaners, 900 Third St., Bay City, Mich., has been elected president of the Great Lakes Marine Laundry Association. He succeeds his father, Leigh B., who died last May.

There IS a BIG DIFFERENCE in TANKLESS WATER HEATERS!

Look at the INSIDE STORY of a Heavy Duty INSTANTANEOUS Water Heater

EXCLUSIVE SCOTCH MARINE DESIGN

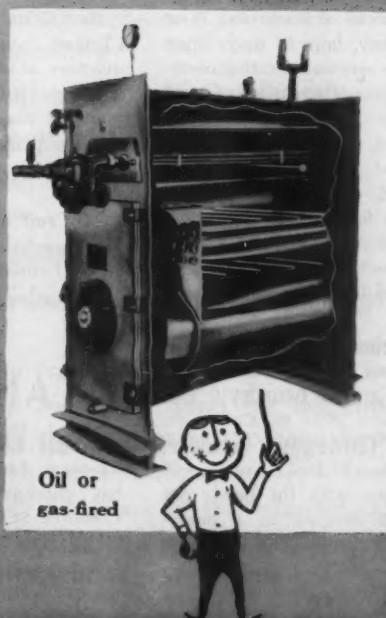
Because of its special Scotch Marine design, only NATCO has the built-in heat reserve equal to that of a large storage tank.

ELIMINATES HOT WATER STORAGE TANK

Because only NATCO has this big built-in heat reserve, it is the only instantaneous water heater that can eliminate the bulky, troublesome storage tank, yet meet high per minute peak load demands while maintaining constant even temperature at all times.

RUST-FREE TEMPERATURE-CONTROLLED WASH WATER — ALWAYS

The NATCO is indirect-fired, and therefore, has a positive lifetime guarantee that it can never cause rusty wash water.



NATIONAL Combustion co.

101-06 43rd AVE. CORONA 68, N.Y.

5 YEAR GUARANTEE

EXCLUSIVE ON C/L WASHERS

on the amazing, LEAK-PROOF
**C/L Automatic Shell
Door Pneumo-Seal
Air Lock**

* One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

CUMMINGS - LANDAU
Laundry Machinery Co., Inc.

305-317 Ten Eyck St. Brooklyn 6, N. Y.

HYacinth 7-1616



CHANDLER SEWING MACHINES

For Darning and Mending
Button Sewing
Tailoring and Plain Sewing
Cuff Tacking
Blind Stitching

Write for Free Trial Offers!

CHANDLER
MACHINE COMPANY
AYER, MASS.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

The elder Mr. Hudson had served in that post for 13 years.

Karl-Fritz Bardusch, laundry official of Karlsruhe, West Germany, here to study linen supply service operating methods, recently visited Grand Rapids (Mich.) Coat & Apron Service, Inc. David S. Subar, general manager of Grand Rapids, explained procedures of his firm to Mr. Bardusch. The laundry operated by the Bardusch family is planning to expand into this field.

Adelman Associates, Milwaukee, Wis., has purchased Eva Caroline Laundry & Dry Cleaners, 2918 W. Center St. Mrs. Hildegard Lottridge, president of Eva Caroline, will continue with the newly acquired division in a managerial capacity, and the name will be retained.

Ray VanTuinen, president of Dy-dee Wash., 830 Butterworth St., S. W., Grand Rapids, Mich., served as a one-day chairman at the recent three-

day seminar of the National Institute of Diaper Services held recently at Michigan State University.

Best Grand Laundry & Dry Cleaners, now housed in new quarters at 46 N. West, Indianapolis, Ind., has announced plans to establish a package plant at 1825 Albany in Beech Grove.

Mr. and Mrs. Brice Terry have purchased Solon Springs (Wis.) Laundry from Mr. and Mrs. Stanley Zelinski.

CANADA

Waggs Laundry and Dry Cleaners Ltd., Barrie, Ont., has purchased property on Colborne St. in Orilla, for establishment of a self-service laundry and distributing office.

New Method Laundry & Dry Cleaners has announced plans for alterations to its existing building at 339 Memorial Ave., Port Arthur, Ont.

OBITUARIES

JAMES L. LOWE, 55, president and part owner of Happy Day Laundry, Nashville, Tennessee, died of a heart attack recently. He was president of the Dry Cleaners Guild of Nashville. Surviving is his wife.

HUBERT H. VIRGO, 81, retired branch manager of Carman & Company, Rochester, New York, and its successor, Rochester Carman Supply Corporation, died recently. He

retired in 1954. Surviving is his daughter.

HARRY A. WALLIS, 51, operator of Family Laundry Company, Malden, Massachusetts, died recently. Mr. Wallis was immediate past president of the Massachusetts Laundryowners' Association, Inc., and served as a director for many years. He was recently elected a trustee of the Laundryowners' Bureau of Boston. Surviving are his wife and two sons.

convention CALENDAR

Connecticut Launderers & Cleaners Association, Inc.
Libero Pensiero Hall, Wallingford, Conn., March 19

Massachusetts Laundryowners' Association, Inc.
Statler Hotel, Boston, Massachusetts, April 1-2

North Dakota Laundry & Drycleaners Association
Graver Hotel, Fargo, North Dakota, April 1-3

Diaper Service Institute of America
Roosevelt Hotel, New Orleans, Louisiana, April 5-8. With exhibit

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Linen Supply Association of America

Ambassador Hotel, Los Angeles, California, April 26-29

Ohio Laundryowners' Association

Hotel Sheraton-Cleveland, Cleveland, Ohio, April 27-29

Southern Distributors Council

Chisca Hotel, Memphis, Tennessee, April 30-May 1

Maryland, District of Columbia and Virginia

Laundryowners Association

Chamberlin Hotel, Old Point Comfort, Virginia, May 1-3

Idaho Launderers and Cleaners Association

Bannock Hotel, Pocatello, Idaho, May 5-7

South Carolina Association of Launderers & Cleaners

Wade Hampton Hotel, Columbia, South Carolina, May 6-7

Illinois Laundry Association

Wagon Wheel Lodge, Rockton, Illinois, May 6-8

Oregon State Laundry Owners' Association

Eugene Hotel, Eugene, Oregon, May 12-14

Pacific Northwest Laundry, Cleaning & Linen Supply Association

Winthrop Hotel, Tacoma, Washington, May 19-21

California Laundry and Linen Supply Association

Hotel del Coronado, Coronado Beach, California, June 1-4

North Carolina Association of Launderers and Cleaners

Sir Walter Raleigh Hotel, Raleigh, North Carolina, June 8-9

West Virginia Launderers and Dry Cleaners Association

Daniel Boone Hotel, Charleston, West Virginia, June 17-18

Southeastern Linen Supply Association

Grove Park Inn, Asheville, North Carolina, June 19-22

Midwest Cleaners & Launderers (Kansas Association of Cleaners and Launderers and The Associated Cleaning & Laundry Services of Missouri)

Elms Hotel, Excelsior Springs, Missouri, June 23-25. With exhibit

Florida Institute of Laundering and Cleaning

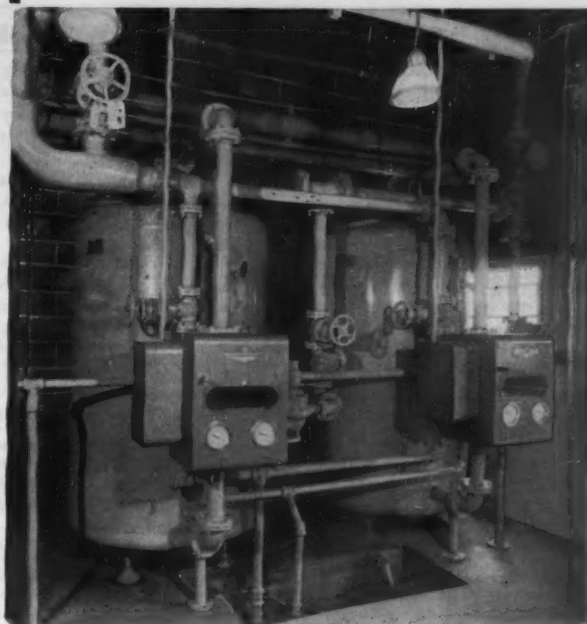
Fontainebleau Hotel, Miami Beach, Florida, June 24-26

Virginia Association of Launderers and Cleaners, Inc.

Hotel Roanoke, Roanoke, Virginia, August 21-23

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UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1877-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1878-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 34 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

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Capital Laundry & Cleaners, Washington, D. C. **IT'S GOTTA GO—SENTATIONAL LIQUIDATION.** Call: Talley Laundry Machinery Co., Greensboro, N. C. Phone BR 4-1594 or Washington, D. C. Phone LI 6-9297. 2260-4

TROY and AMERICAN LATE-TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6418-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 34", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

Capital Laundry & Cleaners, Washington, D. C. **EVERYONE'S GOING TO THE SALE—ARE YOU?** Call: Talley Laundry Machinery Co., Greensboro, N. C. Phone BR 4-1594 or Washington, D. C. Phone LI 6-9297. 2261-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

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Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

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PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

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AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1806-4

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1808-4

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AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 4-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1739-4

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MACHINERY FOR SALE (Cont'd)

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

STARCH COOKERS, 15, 25, 50 GALLON, COPPER AND MONEL. PRACTICALLY NEW. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2113-4

4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

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34 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1802-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 684M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 2052-4

PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2053-4

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PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2054-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4

20" HUEBSCH HANDKERCHIEF IRONERS with buffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

34 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4

Capital Laundry & Cleaners, Washington, D. C. CALL US—WE CAN'T CALL YOU. Call: Talley Laundry Machinery Co., Greensboro, N. C. Phone BR 4-1594 or Washington, D. C. Phone LI 6-9297. 2267-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2067-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4

1—AMERICAN CLASS 121, 5-lane Strackrite stacker. Mechanically equal to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St. Brooklyn 6, N. Y. 2097-4

26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, FELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4

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54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

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5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2116-4

Two—42 x 84" ELLIS two-pocket UNLOADING WASHERS, One—42 x 54" AMERICAN two-pocket UNLOADING WASHER. Two—50" ELLIS Notrux extractor. One—PURKETT 72" hot shake-out tumbler with conveyor. One—AMERICAN small-piece folder. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois. NEvada 8-7764. 2136-4

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

SACRIFICE PRICES ON ALL LAUNDRY AND DRYCLEANING EQUIPMENT at Capital Laundry & Cleaners, Washington, D. C. Call: Talley Laundry Machinery Co., Greensboro, N. C. Phone BR 4-1594 or Washington, D. C. Phone LI 6-9297. 2269-4

Unipress and Prosperity cabinet sleeveers—late models. ADDRESS: Box 2174, THE LAUNDRY JOURNAL. -4

Like new "Prosperity." Fully automatic washwheel controls. Government cost \$2,675—while they last \$285 each. You can't afford to let this bargain go. Call or write: Talley Laundry Machinery Co., Greensboro, N. C. 2175-4

Just arrived! A number of 42 x 72 American and Hoffman washers in A-1 condition. Excellent buys! Talley Laundry Machinery Co., Greensboro, N. C. 2176-4

Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! Talley Laundry Machinery Co., Greensboro, N. C. 2177-4

MACHINERY FOR SALE (Cont'd)

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178-4

3—42 x 84" AMERICAN CASCADE UNLOADING WASHERS, two-compartment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment. Not rebuilt but in good operating condition. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2202-4

AMERICAN FORMATIC SHIRT UNIT. IN VERY GOOD OPERATING CONDITION. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2221-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4

ALL TYPES OF LAUNDRY SCALES—REASONABLE—NATIONAL HAND AND POWER MARKERS—WESTINGHOUSE WATER FOUNTAIN. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2225-4

35 LB. OPEN-END PROSPERITY WASHER. BIEL'S MACHINERY CO. 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2226-4

REBUILT SINGLE-ROLL ASHER IRONER—42x150 INCH. FULLY GUARANTEED. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2227-4

54x120—9 POCKET—Y TYPE—MONEL METAL—WASHER—REAL BUY. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2228-4

42x54 AND 42x74 MONEL METAL WASHERS—2-POCKET. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2229-4

WE INSTALL REBUILT CYLINDER-TYPE IRONERS TO YOUR FOUR OR SIX-ROLL IRONERS—DO FLAT WORK AT A TERRIFIC SAVING IN PRODUCTIVE PAYROLL AND CLAIMS—NO GO-BACKS—PILLOW CASES—CONTOUR SHEETS—SPREADS—DONE IN ONE PASS. WRITE OR PHONE: BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2231-4

UNIPRESS AUTOMATIC CABINET SLEEVE—PERFECT CONDITION. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2255-4

NEW 40" FLETCHER DRYCLEANING EXTRACTOR, AUTOMATIC BRAKE AND TIMER—COMPLETE—STILL IN THE CRATE—SACRIFICE—BELOW JOBBER'S COST. NORTHWEST LAUNDRY MACHINERY CO., PORTLAND 20, OREGON. 2256-4

Unipress 2-girl shirt unit complete—1 Collar, cuff and yoker, 1 bosom body, 1 two lay sleeve, 1 Bishop fold table. Can be seen in operation. Reasonable. Rigdon's, Cape Girardeau, Missouri. 2271-4

Three-girl shirt unit with one new Ajax automatic sleeve, one Prosperity collar and cuff, one Prosperity yoker, one Prosperity backer, one Unipress bosom, Bishop fold table. Can be seen in operation. Reasonable. Rigdon's, Cape Girardeau, Missouri. 2272-4

MACHINERY WANTED

WANTED—SAGER A SPREADERS. Montecito Manufacturing Co., 702 E. Montecito St., P. O. Box 150, Santa Barbara, Calif. 2098-3

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. Box 2230, THE LAUNDRY JOURNAL -3

Sell or swap 120" Troy 2-roll ironer for Sager "B" spreader. Light Steam Laundry, Inc., 10 Winchester St., White Plains, N. Y. 2254-3

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Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353.** 1612-25

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THE LAUNDRY JOURNAL

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BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

MISCELLANEOUS MERCHANDISE FOR SALE

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 2240-45

NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN, HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$2.95 PER DOZEN. NYLON FILTER BAGS FOR PROSPERITY DRYCLEANING MACHINES \$29.50 PER SET. WHITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 46, N. Y. 2241-45

EQUIPMENT FOR SALE—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write George W. Krieger Laundry Machinery Co., 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

BUSINESS SERVICE

Suits double-breasted made single. \$9.95. Tailoring of any kind wholesale. Also instructions by mail. Talis, 11 Pleasant St., Worcester, Mass. 2163-10

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

SITUATIONS WANTED

Position wanted: Laundry and drycleaning superintendent. 44 years old, married. Mechanical ability, also, I will consider any location. I will make change as soon as job is available. 23 years experience in this line of work. **ADDRESS:** Box 2158, **THE LAUNDRY JOURNAL.** -5

Laundry or linen supply superintendent with 25 years experience in every phase of operation, quality and cost control-conscious. Excellent employee relations. Desires position, will relocate. Character and achievement reference furnished. **ADDRESS:** Box 2232, **THE LAUNDRY JOURNAL.** -5

INSTITUTIONAL LAUNDRY MANAGER or FOREMAN desires position. A. I. L. graduate. Eight years experience. Recent experience in organizing new hospital laundry. Capable of building production. Understand machinery. **ADDRESS:** Box 2236, **THE LAUNDRY JOURNAL.** -5

Experienced team man with know-how possessing an inner drive that less effective managers lack. Ability to manage, lead, train, and develop. Thoroughly qualified in layout, production, methods, incentives, sales, and quality control. Proven record of ability to handle personnel and cut costs. Long-range future desired. Responsible parties only. **ADDRESS:** Box 2237, **THE LAUNDRY JOURNAL.** -5

Experienced laundry manager and/or superintendent desires change to growing Southwest area. 20 years of directing actual operations in plants doing family, piece work, commercial and drycleaning. Volume ranging from \$7,000 to \$14,000 weekly. Family man, O.M.I. graduate laundry technical school, Cincinnati, Ohio. Minimum salary of \$12,000 plus a bonus based on savings in operation costs. Presently employed. **ADDRESS:** Box 2243, **THE LAUNDRY JOURNAL.** -5

Position wanted—Laundry, drycleaning and linen supply manager desires position with future, capable of handling large volume, years of proven experience in all departments. Best references. **ADDRESS:** Box 2256, **THE LAUNDRY JOURNAL.** -5

Practical laundry and drycleaning man in Illinois. Loves California. Would like to locate in San Bernardino area. 47, family, 36 years experience as mechanic, engineer, superintendent, assistant manager and manager, institutional and commercial. Present position manager institutional laundry last 11 years. Finest references. **ADDRESS:** Box 2259, **THE LAUNDRY JOURNAL.** -5

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elisabeth, N. J. 1672-7

SUPERINTENDENT—drycleaning or laundry with two or more years of successful supervisory experience. Quality plant located in Hartford, Conn., operating both stores and routes. Full details please . . . experience, education, three references, photo if available and salary needed. **ADDRESS:** Box 2238, **THE LAUNDRY JOURNAL.** -7

NEED QUALIFIED INSTALLATION AND SERVICE MAN FOR INSTITUTIONAL INSTALLATIONS—NORTHWEST AREA—CONTACT T. R. WESTWOOD, 11120 N.E. HALSEY STREET, PORTLAND 20, OREGON. 2257-7

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 634-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "**TRENCH-TEX**" process. **LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio.** "Member of the S. L. R. A." 2239-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla.** Member N.I.D. and S. L. R. A. 2270-13

LAUNDRIES AND CLEANING PLANTS FOR SALE

WELL-ESTABLISHED LAUNDRY and DRYCLEANING PLANT located Bedford, Indiana, population 20,000. Average gross past 5 years \$75,000. Building and equipment first-class condition. New boiler. Modern 2-room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York, N. Y., Tel. CI 5-7879, or T. L. Montgomery, Bedford, Indiana, Tel. BR 5-4481. 2152-2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, **ADDRESS:** Box 2027, **THE LAUNDRY JOURNAL.** -2

FOR SALE—LAUNDRY AND DRYCLEANING PLANT—wholesale and retail—over \$150,000 annual sales—good equipment—serving fastest-growing noncompetitive area in eastern Connecticut—established over 50 years—small down payment—reasonable terms—must sacrifice—inquire at once. **ADDRESS:** Box 2250, **THE LAUNDRY JOURNAL.** -2

LAUNDRY AND DRYCLEANING PLANT IN SOUTHERN ONTARIO, CANADA—ESTABLISHED OVER THIRTY YEARS IN A GROWING COMMUNITY—DOING OVER \$500,000 YEARLY. JUST RECENTLY ENTERED THE LINEN SUPPLY FIELD. EXECUTIVE SALARY AND PROFITS ALONE WOULD PAY FOR ASKING PRICE IN 3 TO 4 YEARS. A VERY ATTRACTIVE PRICE FOR THE PURCHASER, EQUIPMENT IS ALL MODERN AND IN EXCELLENT CONDITION AND IS VALUED MORE THAN THE ASKING PRICE. THIS EQUIPMENT PRICE IS NOT ESTIMATED ON THE REPLACEMENT PRICE, BUT THE MARKET VALUE OF EQUIPMENT AS IS. EXPERIENCED PLANT AND ROUTE MANAGERS ARE WELL-ESTABLISHED WITH PLANT, AND SOME HAVE BEEN WITH THE FIRM FOR A NUMBER OF YEARS, ALL THAT IS NEEDED IS PERSONAL ATTENTION. THE BUILDINGS TO BE LEASED ON A 15 TO 20-YEAR BASIS AT A REASONABLE AGREED-UPON RENT AND THEY MAY BE PURCHASED OUTRIGHT AT A LOW PURCHASE PRICE AT THE TERMINATION OF THE LEASE OR THEY MAY BE PURCHASED OUTRIGHT IMMEDIATELY. ALL APPLICATIONS TO THIS ADVERTISEMENT WILL BE KEPT STRICTLY CONFIDENTIAL. **ADDRESS: Box 2251, **THE LAUNDRY JOURNAL.** -2**

LINEN SUPPLY and LAUNDRY PLANT, well established in southern Ontario, doing over \$800,000 yearly, 60% laundry, balance linen supply, may be bought separately, real estate purchased or leased. **ADDRESS:** Box 2252, **THE LAUNDRY JOURNAL.** -2

SMALL LAUNDRY specializing in **DELUXE QUALITY** shirts and family work, doing capacity business in Pennsylvania, with or without building. No pickup and delivery. Sales last year \$90,000. Ill health. **ADDRESS:** Box 2253, **THE LAUNDRY JOURNAL.** -2

LAUNDRIES AND CLEANING PLANTS WANTED

Wanted: Family laundry and drycleaning plant, located in Eastern section, grossing minimum of \$350,000. **ADDRESS:** Box 2273, **THE LAUNDRY JOURNAL.** -1

... IN THE wash

What our readers say about the new look

I Like It

To the Editor:

Congratulations on your New Look. I like it. It should help stimulate similar design changes in your readers' plants.

You know of course the fine things George Klinefelter has done with Elite. But has your production manager seen the customer service ads Elite runs? She'd get a kick out of them, I know. If she hasn't, ask George to send you some samples.

That was a good piece David Rothschild wrote in this issue. Strong words much needed.

JOHN JAY DALY
Public Relations Department
National Institute of Drycleaning
Silver Spring, Md.

Congratulations

To the Editor:

Congratulations on the new policies of THE LAUNDRY JOURNAL. It looks as if the Trade Press is growing up, too. Certainly there has been a need for more management information as distinguished from those things which were of interest, largely, to superintendents.

I do not know who is responsible for this change in policy but I think it is decidedly for the better.

F. E. GLASS, President
Crown Laundry & Dry Cleaning
Company
Indianapolis, Ind.

Will Miss "Starchroom"

To the Editor:

I cannot truthfully say that I like the change in name, although I must admit you have justification.

In my opinion, the editorials are excellent and with the exception of the name change, I find your "new look" both interesting and certainly educational.

W. R. MONRO, Manager
Laundry Starch & Paste Sales
Hercules Powder Company
Wilmington, Del.

I Was Impressed

To the Editor:

I was impressed with your first issue of THE LAUNDRY JOURNAL.

The decision to change the title of your magazine closely parallels the situation within our own company. We recently changed our name to Pennsalt Chemicals Corporation—the feeling being that it better described the activities of Pennsalt in light of changing times, so I feel that the dropping of the word STARCHROOM is a good thing for your journal.

EDWARD EWELL
Sales Manager, Eastern Region
Laundry & Dry Cleaning Dept.
Pennsalt Chemicals Corporation
Philadelphia, Pa.

Likes New Look

To the Editor:

I enjoyed the New Look of the JOURNAL very much.

FRITZ FIELD
Supervisor of Laundry
The Mount Sinai Hospital
New York, N. Y.

Looks Real Good

To the Editor:

The book looks real good. Congratulations to you and your organization.

HARRY FORSE
Forse Corporation
Anderson, Ind.

Looks Like a Must

To the Editor:

THE LAUNDRY JOURNAL just came in this morning and I have not yet read it all.

Just a glance was enough to convince me that I am not going to like it! I have too much to read already and this issue looks like a *must*. You are going to put me back in the reading business.

Seriously, the format and thinking of this new magazine look most promising. A thinking man's magazine! Congratulations.

May I suggest that an article by John Carruthers on the pricing of laundry would be most interesting. Some of the current thinking in Washington on Wage and Hour legislation is going to increase costs for many of us, forcing price increases. He had some sound thinking on this subject some years back, and I would enjoy reading his 1960 thinking.

FRANK H. KEAN
Kean's Drycleaners-Laundry
Baton Rouge, La.

Best I Have Seen

To the Editor:

The name is an improvement by dropping "Starchroom."

While I have never had any difficulty in reading your publication and profiting by it, the format in the new JOURNAL gets the story across quickest, clearest and best of any publications I have seen to date. The subject material for this issue is indeed timely and will be helpful guidance for us in our promotional activities during 1960.

Keep feeding us all the information you can muster on quality control methods as you have in the past. Most of us are falling down in that respect. I think your new JOURNAL is great and look forward to seeing it each month.

EUSTACE BISHOP, President
Bishop Cleaners & Laundry Inc.
Dothan, Ala.

Most Forward Looking

To the Editor:

I think the new LAUNDRY JOURNAL is one of the most forward-looking developments that has appeared on our industry's scene in many years.

I had heard that your book had a new name, but didn't realize that its format, presentation and content had also been radically changed and updated to the 60's. Certainly the change is timely and should benefit your readers, advertisers, and the industry.

Let me congratulate all of THE

LAUNDRY JOURNAL staff for presenting a challenging new approach to the power laundry industry.

J. H. OSBORNE
Whitehouse Nylon Products
Brooklyn, N. Y.

Step in Right Direction

To the Editor:

This looks to us like a step in the right direction and we wish you the very best of success. I will make a special effort to read it from cover to cover between dozing off on the train.

N. R. HOFFMAN
H. Kohnstamm & Co., Inc.
New York, N. Y.

Outstanding, Very Superior

To the Editor:

First of all, thank you for your very nice letter of January 26 telling all about the birth of THE LAUNDRY JOURNAL. My only regret is that our advertising setup was not in this issue.

Looking it over rather hastily, and I hope to be able to examine it more carefully in the very near future, I would say that the new look is really outstanding. I think it is a dandy publication; the general setup is very superior to any of the laundry publications in the past or may I say at present. It is a swell job and all that had a hand in it are to be highly praised. It is needless for me to say that the laundry business is very badly in need of something along the lines of greater help to management of the laundry, because the laundryowner today must not only recondition his laundry, but he must present to his customers what his laundry does, too, and that a commercial laundry really does a cleaning and ironing job.

This is also true of hospital administrators who must be presented facts why they should maintain their own laundry, because there is a concentrated drive going on to discontinue hospital laundries particularly in major cities. Good articles in your publication can help this situation. There is room in this big United States for better commercial laundries and also for improved and better hospital laundries.

W. A. MICHIE
Sales Manager, Revolite Division
Raybestos-Manhattan, Inc.
New York, N. Y.

Well Organized and Directed

To the Editor:

We sure do admire the new LAUNDRY JOURNAL serving professional laundry management. I think it is well organized and directed toward the people it should be.

I don't know who is responsible for the New Products and Literature section but I think it is an excellent idea. I believe that every person in the industry is always very much interested in products that can better our trade.

DAVID H. REDDEN
David H. Redden Distributing
Company
Orlando, Fla.

Keep Up Good Work

To the Editor:

I received a copy of THE LAUNDRY JOURNAL this morning and would like to congratulate you on many factors of this issue. I think the cover is outstanding and it really drew my attention to the changed name of the magazine. I am happy to see that your magazine is now dedicated to management service within our industry. I am sure each and every one of us can afford to increase our knowledge of management and it is through a medium such as this magazine of yours that we can build this knowledge up.

As President of NAILM I really don't know how I can thank you for the wonderful cooperation which you have extended to us. The coverage of the Regional Institute which was held in New York was excellent. It covered the complete program in addition to all the speakers. (Incidentally, under Jerry Teldon's picture you have Louis Kaufman's name.)

The membership of NAILM is very appreciative of the membership invitation. I could go on thanking you, so I'll just state—keep up the good work. I am sure we will all benefit by it.

ROBERT J. DOBSON
President, National Association of
Institutional Laundry Managers
New York, N. Y.

Woman To Watch

To the Editor:

Personal publicity has always been something I could take or leave alone, but I do want to tell you that there

was something about being listed among the "Men To Watch in the Sixties" which gave me a real lift. I guess we all have a strong desire for recognition, don't we? My humble thanks to whomever thought I belonged on the list.

PEGGY DWYER
Bureau of Laundry &
Dry Cleaning Standards
Washington, D. C.

Bright New Baby

To the Editor:

Congratulations on your new magazine! Your "Bright New Baby" does seem to benefit from its new dress. We personally wish you and your company a truly successful introduction of your new magazine.

I have not had the opportunity to read your magazine thoroughly, but the January issue did have one really excellent article on "Leasing," which we found to be of great interest to us.

I hope this new approach will make some money for you . . . and I want to remind you that our welcome mat is out and I will expect you to come by and say hello whenever you can.

GARY NICHOLSON
Advertising Manager
Ludell Manufacturing Company
Milwaukee, Wis.

* * *

It Takes Time

To the Editor:

In your issue of January 1959 you show pictures of Motor Scooters used for pickup and delivery by a laundry in Caracas, Venezuela. Will you please tell us where scooters with bodies such as those shown in the picture may be obtained?

O. K. PERKINS
White Swan Laundry
Chattanooga, Tenn.

You're Always Welcome

To the Editor:

Thank you very much for the courtesy extended to me on the occasion of my recent visit, and I look forward with pleasure to meeting you again when you come to the U. K. . . .

A. G. PARKER
Parker Laundry Group,
Croydon, Surrey, England

Mr. Manufacturer:

HAVE YOU READ . . .

- **LAUNDRY DIVERSIFICATION**
- **"IN-PLANT" SERVICE**
- **THE LABOR MARKET**

they're just part of this issue's forward-looking editorial service to top laundry management.

Read the articles — then you'll know why the nation's most successful laundrymen (your best customers and prospects) like the *JOURNAL*, pay for the *JOURNAL*, respond to the *JOURNAL*.

In every page of editorial "how to"—in every page of advertising — our readers look for and find the tools that help them do a better job. It pays to make your product story a sales-producing part of

THE LAUNDRY JOURNAL

466 Lexington Avenue

New York 17, N. Y.

ORegon 9-4000

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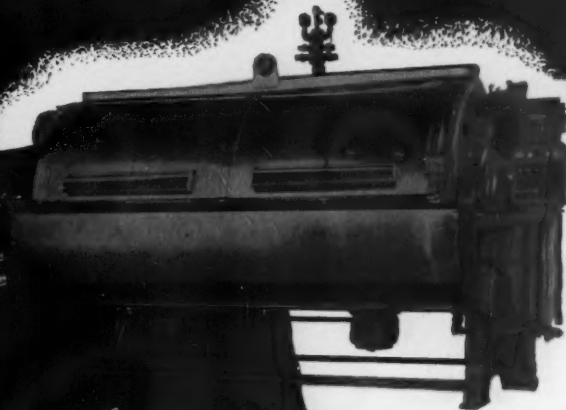
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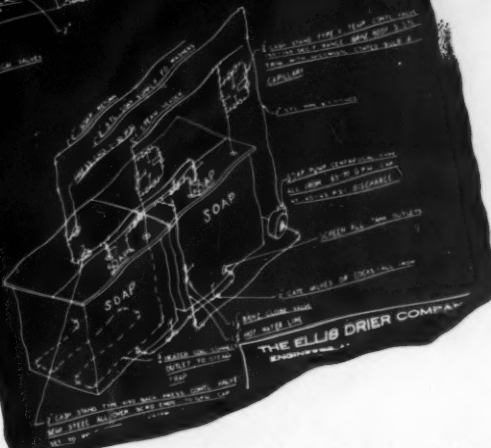
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ELLIS



ELLIS 54x108 Full Automatic Unloading Type Washer . . . with Central Supply System shown in diagram.



Edgewater Laundry Co.
5541 BROADWAY • CHICAGO 40
TELEPHONE LONGBEACH 1-3020
• SUBURBAN TELEPHONE UNIVERSITY 4-8903
November 20, 1957

The Ellis Drier Co.
2444-N. North Crawford Ave
Chicago 39, Ill.

Gentlemen:
We are very anxious to have you know the savings we have made through the installation of your 54 x 108 unloading type washers with full automatic controls.
After taking into consideration price increases we compared 1955 costs with 1957, using the first eleven periods of each year.

The items we used in this comparison were:
Kash Nets - Soap-Soda-Bleach
Sour - Water - Salt and Fuel
Comparing the total combined costs per 100 pounds for these items we find that we are saving approximately 10¢ per 100 pounds.

Needless to say we were very pleased with this.
Very truly yours,
Edgewater Laundry Co.
Walter Brumet

Besides the consistent savings in washing supplies, as shown in this letter, there are other big production economies assured by ELLIS full automatic Unloading Washers with Central Supply System:

- Faster loading and unloading
- More washer loads per day
- Minimum man-hours per machine
- Low maintenance and operating costs
- Uniform high quality work

Under today's competitive conditions, you need this modern type ELLIS Full Automatic Unloading Washer with Central Supply System to help maintain your profits . . . and be able to expand your plant capacity at least expense.

Ellis equipment is designed to fit the layout of large or small plants. Tell us your requirements.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

ONE
DOES
IT ALL
Cowles
SUPER
DESOIL

- Faster Formulas
- More loads per day
- Amazing stain removal
- Better control of supplies, work quality, and cost—because you're using just ONE PRODUCT...

Cowles
SUPER DESOIL!

Cowles

1885-75th Anniversary-1960

CHEMICAL COMPANY

7016 Euclid Ave. • Cleveland 3, Ohio

